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NOVEMBER 20, 1950

# BROADCASTING TELECASTING

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Chicago Court
Page 55

20TH year

The Newsweekly
Radio and
evision.

7.00 Annually
cents weekly

PUBLIC LIBRARY
NOV 20 1950
DETROIT

WOR

SELLS MORE
FOR MORE PEOPLE
TO MORE PEOPLE
THAN ANY OTHER
STATION IN THE
UNITED STATES!

# FISH IN RICHER WATERS IN RICHMOND

For a whopping big sales catch, be a part of the WMBG signal which booms out to 245,000 families with an effective buying income of nearly $1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

**Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.**

**WMBG** AM
**WCOD** FM
**WTVR** TV

**FIRST STATIONS OF VIRGINIA**

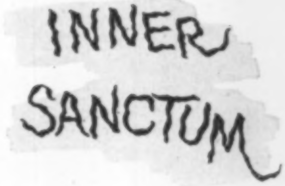
**Pioneer NBC outlets for Virginia's first market.**
**Represented nationally by**
**John Blair & Company**

# MEN FROM MARS INVADE RADIO!

## MARS BUYS ABC FOR 4 NETWORK RADIO SHOWS

STOP
THE
MUSIC

Sunday, 8:30-8:45 P.M.



Monday, 8:00-8:30 P.M.

CAN
YOU
TOP
THIS?

Tuesday, 8:00-8:30 P.M.

BOB
BARCLAY
AMERICAN
AGENT

Wednesday, 8:00-8:30 P.M.

Here's proof that for the *national* advertiser with national distribution, radio is the most effective, most efficient national mass selling medium.

Mars, Inc.—one of the biggest names in candy—launches a huge, new advertising campaign . . . of nearly *two million dollars* . . . socks it all into network radio . . . and places it all on the ABC Network. *Why?* Because where else but in radio can an advertiser get all these advantages?

**PAST EXPERIENCE**—Radio has proved itself to Mars, played a major part in building the Mars business.

**WIDE CIRCULATION**—Different shows on different nights give Mars nationwide circulation —from the largest cities to the smallest towns.

**FLEXIBILITY**—Mars can change commercials from one show to another, can "billboard" one show through another.

**READY-MADE AUDIENCE**—Well-established ABC shows assure Mars of large, loyal, receptive family audiences.

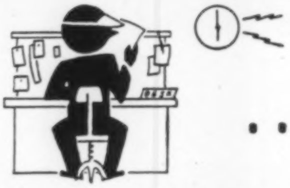
**PRIME TIME**—All the shows are broadcast at top evening times, give Mars a reservoir of top evening audiences.

**FREQUENCY**—This new multiple show idea gives continuity, greatly increased impact, unlimited merchandising possibilities.

ABC American Broadcasting Company

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING TELECASTING



# . . . at deadline

## Closed Circuit

IN RECENT unpublicized talks, top-level FCC'er spilled views on wide range of policy issues, casting doubt on ultimate fate of newspaper ownership of stations, forecasting more stringent network regulations, implying possible breakup of clear channels occupied by network-owned stations, asserting he's always been wrong on FM, sticking by guns on CBS color TV, and expressing personal dissatisfaction with FCC's controversial Pt. Huron decision on political libel, which he thinks Supreme Court may some day overrule.

CAPSULE ON COLOR: As waterfront observers appraise it, (1) CBS has won great moral victory and prestige by dint of having its system adopted; (2) time runs with opponents who have greater opportunity to develop compatible system under Chicago court stop order; (3) Christmas black-and-white set rush now destined to break all records; (4) shortages in base metals might stop any new system and result in sharp reduction or wiping out of black-and-white set production, as was done in World War II when 100% of radio plant capacity was diverted.

IT'S NO LONGER question whether FCC Chairman Wayne Coy will resign to go into private business, but how long he will stay on beyond expiration of his term June 30. Fighting mad over RCA and over-all manufacturing industry opposition to FCC color decision favoring CBS, he's determined to see encounter through. There have been pressures aplenty—one report indicating that President Truman himself had taken cognizance of it.

WITH J. R. POPPELE, WOR-TV vice president and technical head, definitely not candidate to succeed himself as president of Television Broadcasters Assn., nominating committee is searching for successor. George B. Storer, Fort Industry Co. president, and Robert D. Swezey, WDSU-TV, are mentioned as calibre sought, but former already has indicated he won't be available, and no word yet forthcoming from Mr. Swezey. TBA committee—Paul Raibourn, Paramount-DuMont; E. B. Loveman, WPTZ-Philco; F. M. Russell, NBC Washington—will make nominations prior to Dec. 8 one-day convention in New York.

UNDISCLOSED results of NAB sample survey shows general support for million-dollar Broadcast Advertising Bureau, but growing symptoms of chilliness among small stations observed in many areas may lead to over-hauling of plans. Feeling noted that job could be done for fraction of amount and that whole thing has been oversold to industry.

CARLING'S RED CAP ALE, beginning Jan. 20 will sponsor Florida winter racing season, Saturday, 4:45-5 p.m. (EST), over 255 MBS stations. Agency is Benton & Bowles, New York.

AT LEAST two other concerns understood to have negotiated unsuccessfully for acquisition of Jack Gross' KFMB and KFMB-TV San Diego (see story page 68). Successful bidder—

*(Continued on page 86)*

## *Upcoming*

**Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hdqrs., Washington.**

**Nov. 20: Broadcast Audience Measurement Inc. board meeting, BMB Hdqrs., New York.**

**Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.**

**(Other Upcomings on Page 68)**

## Bulletins

ASCAP Friday notified TV broadcasters that blanket licenses signed last fall are now fully effective, as ASCAP has secured TV licensing rights from members representing more than 85% of revenue distributed in 1948. Blanket licenses taken by TV networks and stations run until Dec. 1, 1953.

LeVALLY AGENCY, Chicago, named to handle national advertising for Kitchen Art Foods Inc., Chicago. R. V. Newbell is account executive. Spot radio and television used extensively and will probably be bought again, although 1951 media plans have not been set.

### TVA STRIKE ALERT

TVA actors-actresses alerted late Friday to appear at strike positions at 10 a.m. Saturday (early story page 22). Union and network negotiators were scheduled to meet Saturday morning. If no agreement reached, union was in position to call quick strike.

### BAB RETAIL GUIDE

MAILING chart designed to answer what-who-when-how questions asked by local retailers about radio sent to all NAB members as quick selling guide for station salesmen by Broadcast Advertising Bureau.

## Business Briefly

KRUGER APPOINTS ● Kruger Brewin Co., Newark, billing $750,000 annually, move account from Geyer, Newell & Ganger t Charles Dallas Reach, Newark.

WALKER NAMED ● KVER Albuquerq names The Walker Co. as national representative.

### COMMUNICATION INDUSTRY MEN MEET WITH HARRISON

COMPONENT PARTS suppliers are failin to deliver supplies for maintenance and some industries are buying tubes, resistors, etc. a over-market prices, communications users and makers complained to NPA Administrator William H. Harrison at meeting Friday. They also called for recognition of industry's "essentiality" and priority system just below military or inclusion with it.

Gen. Harrison, announcing appointment o Communications Industry Advisory Committee said he recognized "essentiality" of all communications, but warned against hope fo expansion. He asserted industry must maintain equitable distribution of supply or NPA would control normal channels. Hardship cases would be studied, he added, with possibility they may be resolved with priority over defense orders.

Gen. Harrison also met with copper-brass mills representatives to discuss proposed orde cutting back copper consumption, to hinge on base period of first six months 1950. Percentage not set. Official also indicated h would modify directive to African Metals Corp., cobalt importer, easing original prohibition on consumption (early story page 23).

## NAB-TV Convention Slated in January

NAB acted Friday to implement plan to give TV stations greater autonomy in association, as voted earlier in week by board of directors (early board story page 21).

President Justin Miller named five-man committee to arrange first details of reorganization under which television members will have own board of directors. Members are Harold Hough, WBAP-TV Fort Worth, chairman; Robert D. Swezey, WDSU-TV New Orleans; William A. Fay, WHAM-TV Rochester; Eugene S. Thomas, WOR-TV New York; George M. Burbach, KSD-TV St. Louis. Messrs. Swezey, Fay and Thomas are NAB directors.

Convention of TV members to be held in early January to consider committee recommendations by which video achieves high degree of autonomy in NAB. Report on convention to be submitted to next board meeting, scheduled second week in February at site in Florida.

Resignation of Don Petty, general counsel, formally announced effective Jan. 1. Board paid ovation to Mr. Petty after he submitted report on NAB's Legal Dept. activities.

Committee to be named to study plans to redistrict nation and revise formula for boar representation. By-laws amendment, subjec to referendum, approved by which unexpire board terms would be filled by appropriat voting group instead of by board itself, provided 90 days of term remain. If less tha 90 days, director-elect will fill vacancy.

Another by-laws change would make due classification retroactive to fiscal instead o calendar year in which class is changed.

Board approved plan to petition FCC t amend transcription rule to remove need o announcements if program is transcribe within one week of broadcast. Under this pla station would announce each day that som of programs are transcribed.

Report on NARBA treaty (see story pag 19) submitted by Neal McNaughten, NAB engineering director. Resolution adopted b District 5 calling for series of continuit writing clinics referred to Broadcast Advertising Bureau. Resolutions adopted by mo districts, calling for study showing radi greater impact and circulation, referred BAB.

Judge Miller honored by board on his birt day and presented with cake.

IOWA
NEBRASKA
ST. JO
KANSAS CITY
TOPEKA
OKLAHOMA

# One does it in Mid-America

KCMO is the **one and only** 50,000 Watt Station in Greater Kansas City that offers coverage of the metropolitan areas of Missouri and Kansas **plus** rural Mid-America. And KCMO programming is tailor-made for this rich market. Ask the Katz man for our latest news availabilities.

*One station*

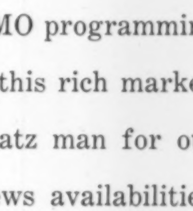
*One rate card*

*One spot on the dial*

*One set of call letters*

**50,000 WATTS**
*Daytime*
**810 KC.**
*10,000 Watts Night*

*New National Representative:*
**THE KATZ AGENCY**


NEBRASKA
IOWA
EXPANDING MID-AMERICA
KANSAS
MISSOURI

# KCMO

**KANSAS CITY 6, MISSOURI**
*Basic ABC for Mid-America*

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"

Model Dairy
"C.K."

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned . . . demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISIO
*Published Weekly by Broadcasting Publications, In*
Executive, Editorial, Advertising and Circulation Off
870 National Press Bldg.
Washington 4, D. C. Telephone ME 10

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WASHINGTON HEADQUARTERS

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**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

**NEW YORK BUREAU** 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

**Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, *ELgin 0775;* James Montagnes.

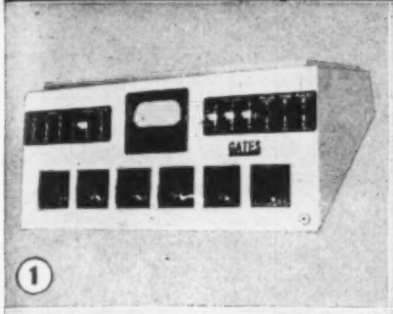
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

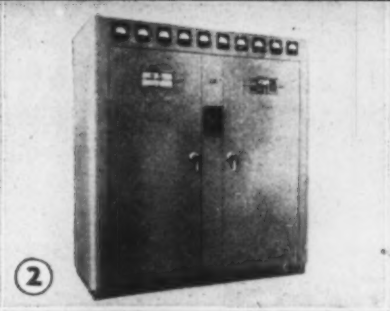
*Reg. U. S. Patent Office

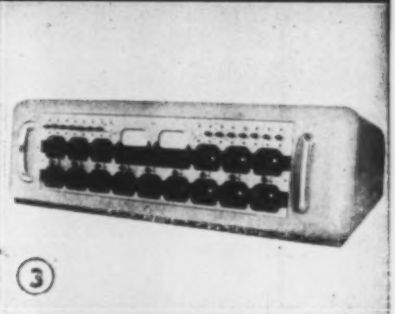
*Copyright 1950 by Broadcasting Publications, Inc.*

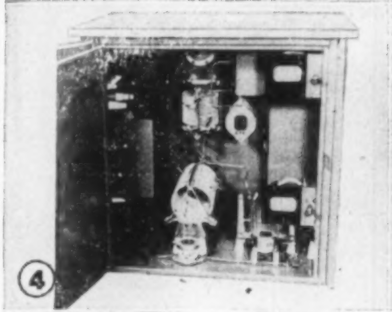
**Subscription Price: $7.00 Per Year, 25c Per Copy**

# ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?





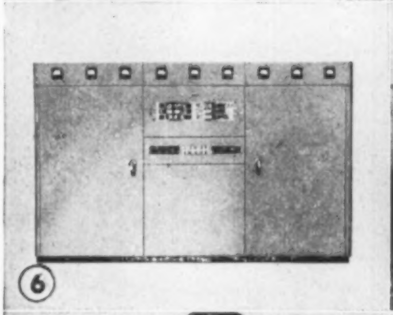


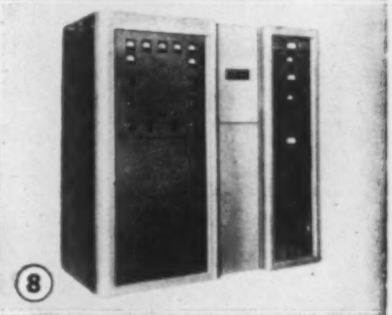


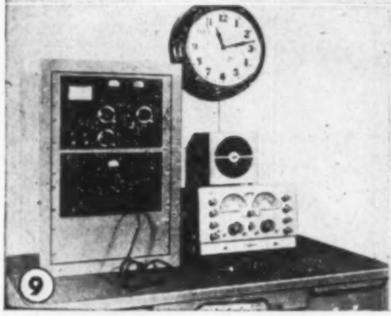
**GATES**

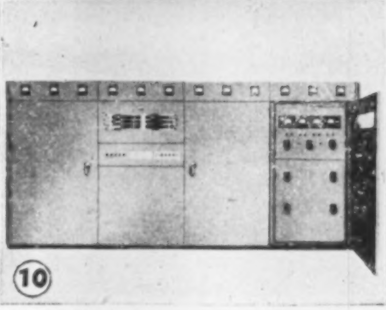
**RADIO COMPANY**

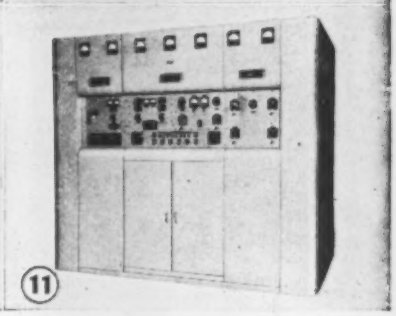
QUINCY, ILLINOIS, U. S. A.







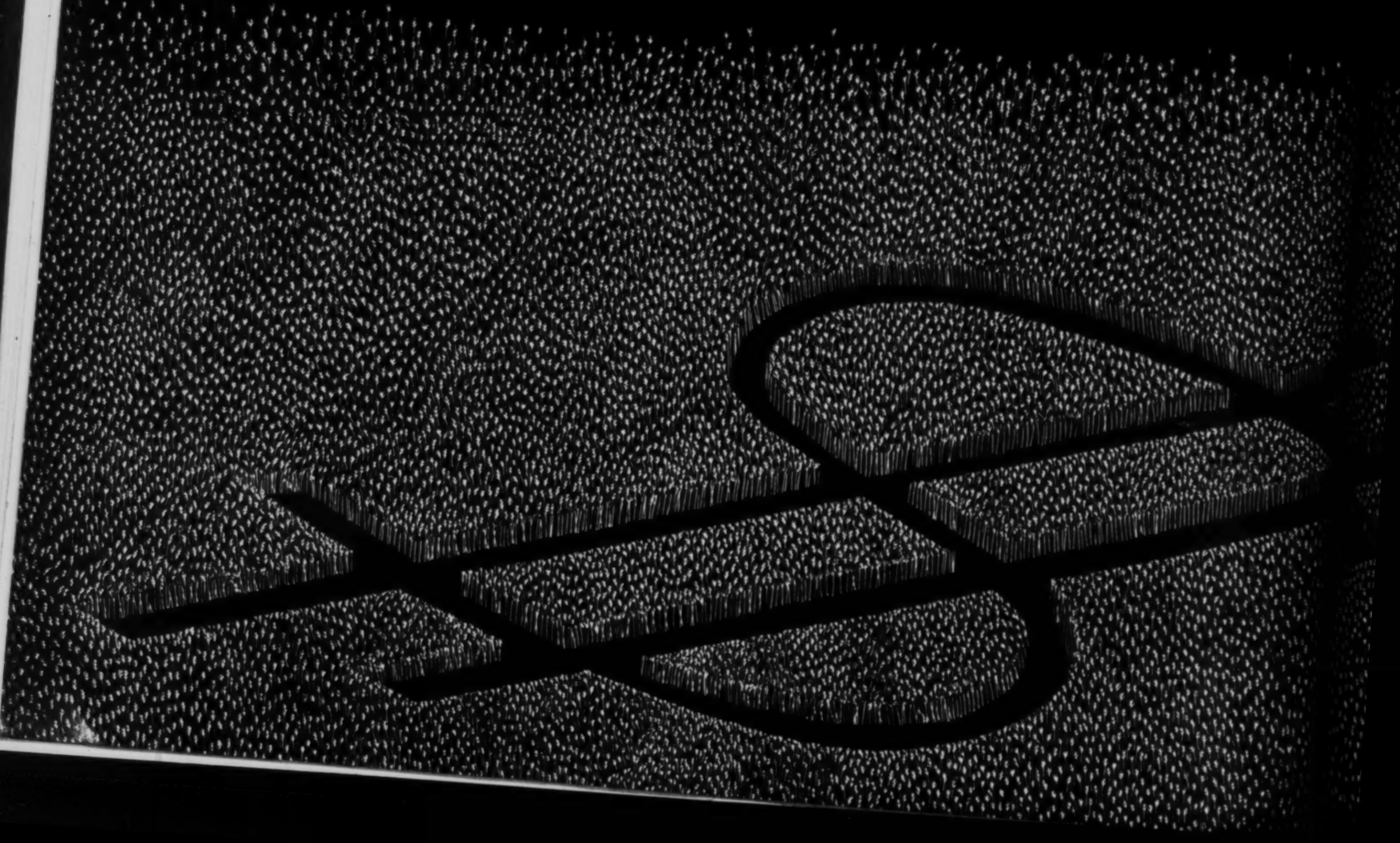




1. **52-CS Studioette Speech Console.**
2. **BC-1F Air-conditioned 1KW Broadcast Transmitter.**
3. **SA-50 Dual Channel Speech Console.**
4. **Gates Antenna Coupling Equipment.**
5. **Typical 4-Tower Centralized Phasing Cabinet.**
6. **HF5-10 High Frequency Phone and Telegraph Transmitter.**
7. **SA-40 Single Channel Speech Console on CB4 Control Desk.**
8. **GY-48 Complete 250-watt Radio Broadcasting Station.**
9. **50-watt Telephone and Telegraph Communications Transmitter.**
10. **BC-5B 5KW Transmitter with Phasor.**
11. **HF-15 15,000-watt Telegraph Transmitter.**

→ Quality *PLUS*... makes **GATES** ... a *MUST* →

## Make hay before the su



**su hines!**

Get up before dawn with Ted Mangner and KMOX's COUNTRY JOURNAL,* and you'll harvest a bumper crop of greenbacks. For in KMOX's 73-county Mid-Mississippi Valley area, the more-than-135,000 farm families have a billion dollars invested in land and buildings . . . jingle a *half-billion dollars* in their jeans every year. (And that *ain't* hay!)

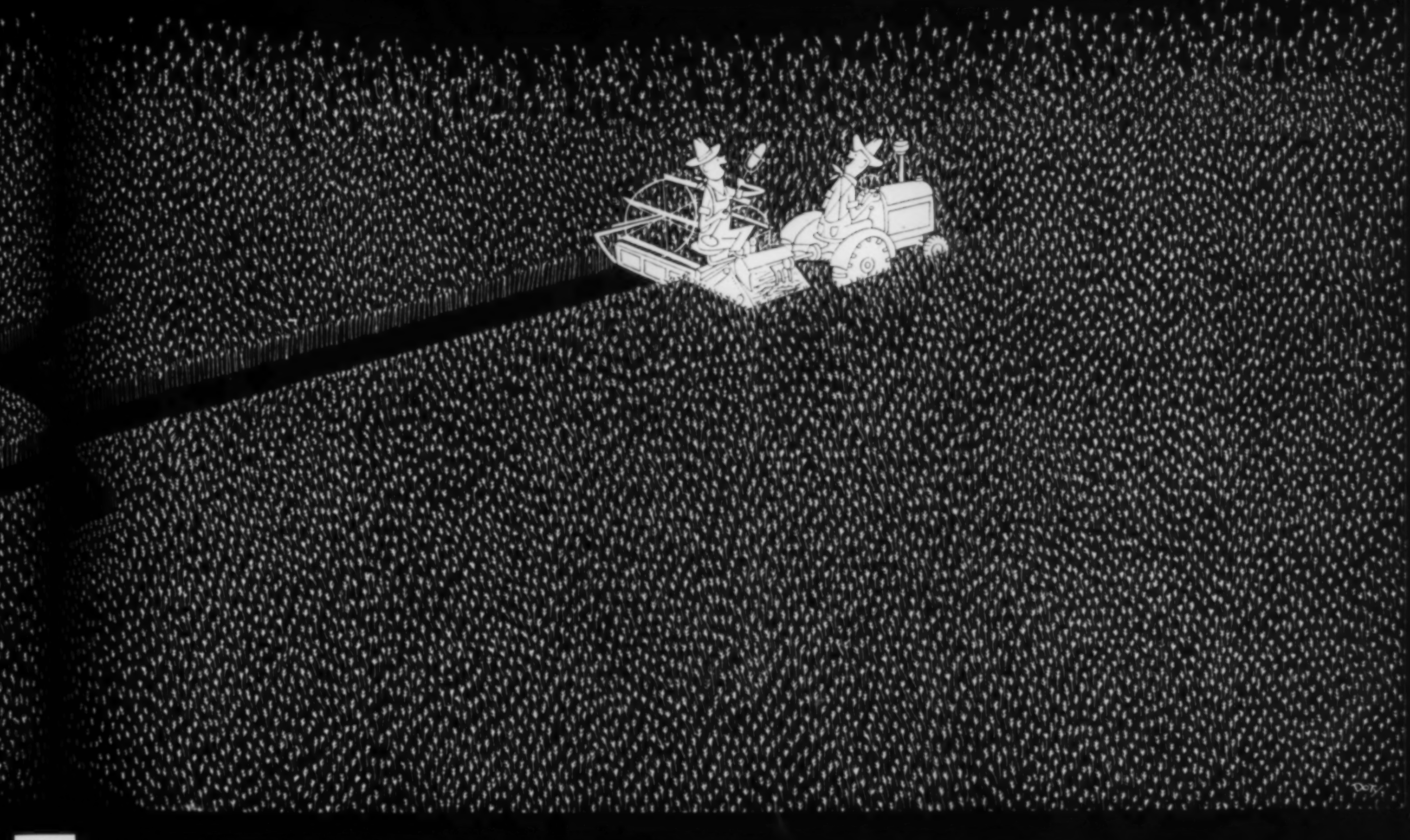
Farmers' farm expert Mangner reaches more of these early-rising folk than the programs of all the other St. Louis stations at that hour combined. (In fact, his 6:00-6:15 a.m. segment alone delivers an audience of nearly 100,000 *every day!*) And as for results . . . one sponsor drew 1,048 replies *to one announcement*. Another quickly landed a prospect for carloads of his product. Another noted "the lowest cost-per-order of hundreds of stations used."

You're in the driver's seat in one of America's Top Ten rural markets when you've got the Ted Mangner-COUNTRY JOURNAL combine working for you. Call us or Radio Sales.

---

*5:45-6:15 a.m., Mon. thru Sat.

*"The Voice of St. Louis"* • *50,000 watts* **KMOX**



XUM

Who SEES STARS?

Fred Christensen shown with guest star Marie Wilson who plays the title role in the "My Friend Irma" CBS radio series and in the Hal Wallis productions of "My Friend Irma" and "My Friend Irma Goes West," released by Paramount Pictures.

A luminary of the first magnitude in Memphis and the Mid-South, it's Fred Christensen, better known as "Chris."

When he says, **"Hiya ladies,** this is Chris the Household Quizzer coming your way," thousands of fans hover over their radios while their favorite quizmaster gives the man's slant on news of particular interest to women, punctuated with household hints and chatter. And do they stand over a "hot telephone" all day long hoping to get Chris' cheery call to compete for the giant jackpot of prizes that grows day by day on the **"Household Quizzer"** over **WMPS!**

So popular has Chris become that the "Household Quizzer" beginning at 4:15 P.M., is aired for 55 minutes including a network of 12 stations, to the gratification of an ever-increasing listening audience.

FOR PARTICIPATION DETAILS
*Contact*
RADIO REPRESENTATIVES, INC.

**WMPS**
**68 ON YOUR RADIO**
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

# new business

**J. W. ROBINSON Co.** (department store chain) appoints West-Marquis Inc., L. A., to handle advertising for its three Southern Calif. stores with radio and TV being used. **Betty Bishop** account executive.

**G. C. MURPHY Co.**, Washington (variety stores), places TV contract with Courtland D. Ferguson Inc. Adv., same city, for test campaign in Washington. All four local TV stations being used. **George D. McGuinness** account executive.

**GEM PACKING Corp.**, N. Y. (Gem Oil), launches twice-weekly TV participations schedule on daytime programs on three N. Y. stations. Programs and stations: *About the House*, WCBS-TV; *Kitchen Kapers*, WJZ-TV; *Your TV Shopper*, WABD. Agency: Emil Mogul Co., N. Y.

**LADY'S CHOICE FOODS**, L. A. (Hopalong Cassidy Jams, grocery products), appoints Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots get underway on KFRC San Francisco Nov. 27; others start Jan. 1. Account executive **Jere Bayard.**

**SAUL BIRNS STORE**, N. Y. (retail outlets for furniture, home appliances and TV sets), names Ted Nelson Assoc., N. Y. (broadcasting consultant), to handle its radio and TV advertising. Firm also will act as liaison advertising coordinator between manufacturers and Birns organization.

**M. K. GOETZ BREWING Co.**, St. Joseph and Kansas City, Mo. (Country Club beer), names Compton Adv., Chicago, as its advertising agency effective Jan. 1.

**DEPT. OF NATIONAL DEFENSE**, Ottawa (recruiting), using daily five-minute newscasts, and quarter-hour weekly sportscasts on number of Quebec French-language stations for recruiting for Canadian Army and Royal Canadian Air Force. Programs for Royal Canadian Navy recruiting are planned. Agency: Walsh Adv. Co., Montreal.

**DR. BALLARD'S ANIMAL FOOD PRODUCTS Ltd.**, Toronto (pet foods), using spot announcements on 56 Canadian stations and weekly half-hour *Hopalong Cassidy* program on number of stations. Agency: Stevenson & Scott Ltd., Toronto.

**REXEL PRODUCTS** of Canada Ltd., Toronto (Speedfix cellulose tape), starts five-minute programs on number of Canadian major market stations. Agency: Crombie Adv. Co., Toronto.

**DEAN ROSS**, New York piano home-study courses names Moss Assoc., N. Y., for TV advertising, including nation-wide participations.

**HATS BY LEEDS**, New York (mail order house), names Moss Assoc., N. Y., for promotion of sport hats. Spot campaign in key cities planned.

**JOAN NYOLA** Inc., N. Y. (Nailfilm nail coloring), names Dorrance-Waddell, Inc. N. Y. Will use eastern spot radio and participation campaign to begin Jan. 8.

## *Network Accounts . . .*

**BULOVA WATCH Co.** to sponsor first half hour of *Frank Sinatra Show*, over CBS-TV 9-10 p.m. Saturday, beginning Nov. 18, for five weeks. Agency. Biow Co., N. Y.

## *Adpeople . . .*

**CLARENCE R. NORWOOD** to advertising manager Canada Starch Co. Ltd., Montreal.

**JOHN WILLIAM WALT**, assistant advertising manager Admiral Corp., Chicago, named sales promotion manager.

# WNEB Presents

# an Orchid to the BOLLING COMPANY

***The following national accounts have 1950 contracts with WNEB***

**American Oil Co.**
**Anacin**
**Antamine**
**Atlantic Refining Co.**
**Baker's Cocoa**
**Bond Bread**
**Borden's Instant Coffee**
**Blue Bonnet Margarine**
**Camel's**
**Chase & Sanborn Regular**
**Chase & Sanborn Instant**
**Chevrolet**
**Crisco**
**Crustquick**
**DeSoto**
**Drene**
**Doan's Pills**
**Duff's Mix**
**Dupont Nylon**
**Duz**
**Eskimo Anti-Freeze**
**Esso**
**Ex-Lax**
**Ford Motor Co.**
**Four Way Cold Tablets**
**G. Washington Coffee**
**Griffin Polish**
**Hellman's Mayonnaise**
**H. O. Oats**
**Hills Cold Tablets**
**Ivory Bar Soap**
**Ivory Flakes**
**Ivory Snow**
**Jelke Margarine**
**Joy**
**Kellogg**
**Kool's**
**Kriptin**
**Krueger Beer & Ale**
**Ladies Home Journal**
**Lilt**
**Lipton Soup**
**Lipton Tea**
**M. G. M. Pictures**
**National Guard**
**New York Central**
**Northeast Airlines**
**Nucoa Margarine**
**Packard Motors**
**Pertussin**
**Presto Cake Flour**
**Plymouth Motors**
**R. K. O. Pictures**
**Resistab**
**Rival Dog Food**
**Robert Hall Clothes**
**Ruppert Beer & Ale**
**Spic 'n Span**
**Sofskin**
**Swansdown**
**Sun Oil Co.**
**Tenderleaf Tea**
**U. S. Army & Air Force**
**26 Coffee**

## YOU'RE IN GOOD COMPANY ON WNEB

WORCESTER, MASSACHUSETTS

***Your Best Buy in New England's Third Largest Market***

TWO TOP
CBS STATIONS

TWO BIG
SOUTHWEST MARKETS

ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

# agency

DE PACE ASSOC., N. Y., announces its expansion into TV management and packaging. **STEPHEN F. KEGAN**, formerly with MCA, N. Y., named TV management director, and will handle purchase and production of new TV package shows to be built around agency's clients.

**RAY J. MAUER**, writer-director TV department Campbell-Ewald Co., N.Y., named director TV-radio creative services. **TOM HANLON**, assisting on film productions, named supervisor commercial integration and programming. **JUD KINBERG**, N.Y. publicity staff, to take charge of all film production in TV department. **NICK MAMULA**, N.Y. publicity manager David O. Selznick Enterprises, to publicity department.

**ROBERT W. DAY**, radio and TV director Lynn Baker Inc., to Albert Frank-Guenther Law, N. Y., in same capacity.

**KEITH A. CULVERHOUSE** to copy staff Dorrance-Waddell Inc., N. Y. Was with Fernstrom Paper Mills, Pomona, Calif.

# on all accounts

"AN AVERSION to the icy blasts that blow across town from the Hudson in winter, and a desire to be my own boss, instead of legman for a planning board," were the two reasons which sent Carroll Kalbaugh Liller from New York south to Atlanta, Ga., and the subsequent creation there of Liller, Neal & Battle, advertising agency.

A "blind" employment ad in the *Philadelphia Public Ledger* which turned out to be a job with N. W. Ayer & Son, Philadelphia, started C. K. (Pete) Liller along the advertising road. He was with Ayer in Philadelpha from 1926 to 1929 and then transferred to the New York office as an account executive from 1929 to 1937.

From Ayer Pete went to McKee, Albright & Ivey (now McKee & Albright) as manager of its New York office and account executive on National Dairy. He stayed a little over a year with that firm and then moved south.

In Atlanta shortly after his arrival, Pete met William Watt Neal, who had about 10 years' experience as a writer and account executive with Atlanta agencies. With another local advertising man and art director, Kenneth Harris, they formed the partnership of Liller, Harris & Neal in the spring of 1940. A year later Mr. Harris deserted the commercial art field for portraits and James L. Battle, art director of Tucker Wayne Agency, joined the firm.

In 10 years LN&B has grown to one of the largest advertising agencies in the south, with over 30 staff members and billings of more than $2 million. Approximately one-third of Neal, Liller & Battle's billings are in radio and television. The agency is very proud of its claim as the first agency in the south to use TV for a client.

PETE

Agency's first accounts included Davenport Hosiery Mills (Humming Bird Stockings), Chattanooga; Colonial Crafts Inc. (needle-tuft bedspreads and rugs), and Colonial Stores Inc., a food chain with 370 stores in the southeast. In 1941 the firm bought out the tottering Gottschauld - Humphries Agency, acquiring several important accounts including the Armour Fertilizer Works, Ingalls Iron Works & Shipbuilding Co. and The Trust Co. of Georgia.

In the fall of 1947 LN&B placed one-minute TV spots on WLW (TV) Cincinnati and WBAL-TV

(Continued on page 38)

## beat

**FORD-HARSHBARGER**, Hollywood, moves to larger offices at 5747 Melrose Ave. Telephone, Hempstead 8193.

**ARTHUR R. TIDY**, advertising manager Mutual Benefit Health & Accident Assn., Toronto, to account executive Wm. R. Orr Ltd., Toronto, agency. Was with Harry E. Foster Adv. Ltd., Toronto, as radio director.

**ROBERT HINCHMAN Jr.**, to Young & Rubicam, N. Y., to handle industrial and commercial public relations accounts.

**ALICE HAUSMAN**, former copy supervisor, Federal Adv. Agency, N. Y., to copy staff William Esty & Co. Inc., N. Y.

**LEE TODD**, spacebuyer, Brisacher, Wheeler & Staff, L. A., to Ted H. Factor, L. A., as assistant media director.

**HOWARD F. BAKER**, vice president Baker Adv. Agency, Toronto, elected president Canadian Assn. of Advertising Agencies, Toronto.

**EDWARD T. SULLIVAN**, continuity director WCOP Boston, to Arthur W. Sampson Adv., Boston, as radio-TV director.

**THE ZLOWE Co.** moves to new offices at 598 Madison Ave., N. Y. 22; Telephone PLaza 3-1764.

**JOHN REED BURN** to executive staff John Falkner Arndt & Co., Phila.

**ROBERT E. BOUSQUET**, advertising manager Lever Bros. Co., N. Y., to Biow Co., N. Y., as account executive.

**MILDRED FLUENT**, vice president in charge of Abbott Kimball Co. Inc. of California, L. A. office, to Calkins & Holden, Carlock, McClinton & Smith, L. A., as account executive and director fashion division.

**ABBOTT KIMBALL**, president, Abbott Kimball Co. Inc., New York, named chairman of board. **STEWART K. WIDDESS**, president, J. W. Robinson Co., L. A. department store, appointed president Abbott Kimball Co. of California, headquartered in L. A.

**JOHN J. McCLEAN Jr.**, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to McCann-Erickson, N. Y., as account executive.

**DONALD ARTHUR BLOMQUIST**, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to television department William Esty Co. Inc., N. Y.

**ENJOYING** the punch line on a luncheon story are executives of WJW Cleveland and long-time sponsor, Household Finance Corp. Occasion was renewal of HFC *Scorecard* show on the station. Around the table (l to r): D. E. Stoltenberg, HFC; Charles Hunter, WJW program director; Don Gabriel, *Scorecard* announcer-producer; G. W. Prentiss and V. R. Mavey of HFC; Bill O'Neil, president and general manager of WJW; F. R. Smith and W. E. Furey Jr., HFC; Dwight Reed, H-R Representatives, Chicago; WJW National Sales Manager Hal Waddell, and Larry Webb, station assistant general manager.

"Breakfast at the LENOX"

**Sweeten Their Coffee with LAUGHS... and SELL'EM**

**Buffalo gals go for Breakfast At The Lenox. It's Buffalo's largest audience show. Packed with good humor, games and prizes, it'll sell anything ... soup, sardines or shampoo. Sold in 10 minute segments, two, three and five times weekly. Breakfast at The Lenox is a low-cost audience show that'll make your sales curve go up, up, up. Check Petry for the complete story.**

**"BREAKFAST AT THE LENOX"**
**HAS THE LARGEST AUDIENCE IN BUFFALO**
**9:15 to 10 A.M.**

**WBEN**

**NBC BASIC • BUFFALO**

DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be **your** selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another new show. It's backed by strong promotion, and sound late-evening programming.

"Mac" McGarry's deft style at the mike is a new selling force all its own . . . augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too . . . ask WRC or National Spot Sales.

**MONDAY THRU FRIDAY**
**11:30-11:45 PM**

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

# feature of the week

FOR an A-1 job of selling, without mentioning prices or specific merchandise, WWNH Rochester, N. H., points to the three-week radio campaign recently conducted for one of its clients, The Mother Goose Shop, local children's wear store.

*Mr. Martin and Miss Pace—the Mother Goose Lady—examine some of the drawings submitted in the Young Artists Exhibit.*

When the client asked for something different to promote its 10th anniversary, WWNH Production Chief Howard Martin came up with the idea for a Young Artists Exhibit based on familiar Mother Goose nursery rhymes. Backing up the contest were a weekly 15-minute children's show, daily spots, window displays in the sponsoring shop and newspaper publicity. Program featured Molly Pace, talent-artist, as the Mother Goose Lady who explained rules of the contest to young listeners. Children of all ages and communities were invited to enter drawings and to visit the Mother Goose Shop to see their works on display.

At the close of the contest 583 drawings and paintings were judged by art teachers of the local high schools and were displayed at the store, drawing thousands of potential customers. Some 30 merchandise awards and ribbons were awarded to winners. Success of the art contest and exhibit was so spontaneous and approval so widespread that WWNH and the store plan to make the event an annual promotion.

# strictly business

JOHN CORY

FEW dyed-in-the wool easterners go west to college. Still fewer go into business "out thar" and never return. But John Cory, a native of Newark who prepped at Phillips Academy, Andover, broke his Ivy ties once-and-for-all some 27 years ago when he entered the U. of Wisconsin. And to complete his western exposure, he took his first job on La Salle St., Chicago.

Mr. Cory is the "playing manager" of Free & Peters' midwest radio sales team. During the war, this one-man gang carried the F&P ball with such finesse between Chicago, Milwaukee, Twin Cities, Detroit, Cleveland, Indianapolis, Louisville, and Omaha that he emerged in 1947 as vice president and Chicago sales manager of the station representative firm. But the title didn't go to Mr. Cory's head. He still takes to the road—the better to coordinate the work of his four-man department. He always manages to be in Chicago "a couple of days each week," however, to read "every letter" involving radio, and to give his salesmen "my two-cents worth" of advice.

Tall, efficient John Cory, son of a jewelry manufacturer, broke into Chicago commerce in 1926 selling securities for the old Union Trust Co. and later worked for Eastman Dillon & Co. In 1937, he organized and became president of a manufacturing enterprise, which during World War II was forced to temporarily suspend operations due to the shortage of essential materials.

In 1942, Mr. Cory became associated with one of his present employers, James L. Free, in handl-

*(Continued on page 48)*

938,707

PEOPLE LIVE THE YEAR 'ROUND WITHIN A 100-MILE RADIUS OF

WFLA

IN ADDITION, BEGINNING RIGHT NOW, YOU REACH A BIG BONUS AUDIENCE OF WINTER VISITORS IN THE BUSY TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA AND POPULAR RESORT COMMUNITIES. BUY

Spots

NOW!

*Tampa Tribune Stations*
WFLA AM FM
NBC affiliate
TAMPA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

# YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

# BUT . . .

# YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

AM or TV—the Fetzer Stations are *now more than ever* the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7% . . . their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,006 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—*yet cost 20% less!* (Kalamazoo's population is now 51.5% greater than in 1940 . . . Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). There are more than 90,000 television receivers within 50 miles of WKZO-TV . . . an area embracing *five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!*

What other facts would you like? Your Avery-Knodel man has them!

---

* *J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.*

**WJEF**
*tops* IN GRAND RAPIDS AND KENT COUNTY
(CBS)

**WKZO-TV**
*tops* IN WESTERN MICHIGAN AND NORTHERN INDIANA

**WKZO**
*tops* IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

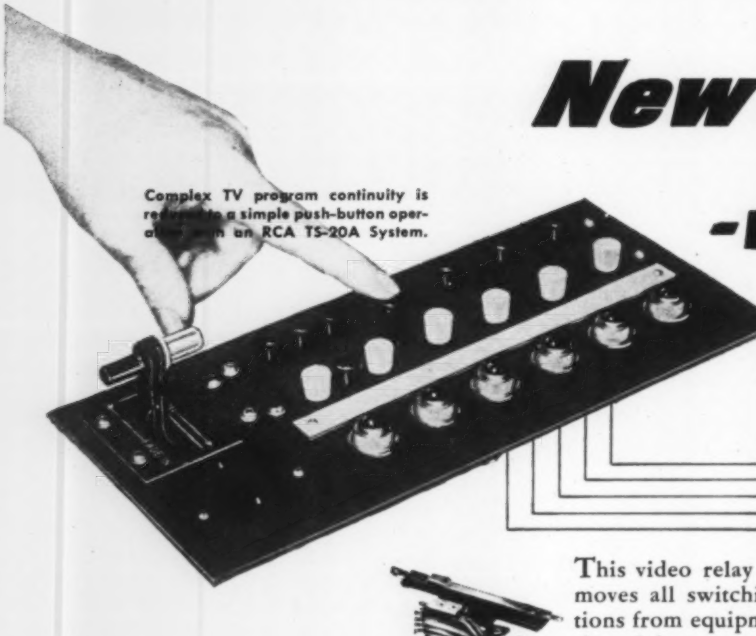
ALL THREE OWNED AND OPERATED BY

## FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

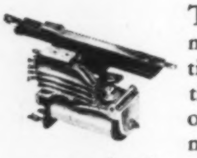
# New Era in Video

# -via REMOT



Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

## This Relay Switching System does fo
## what RCA's Audio Relay Systems have do



This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

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RC

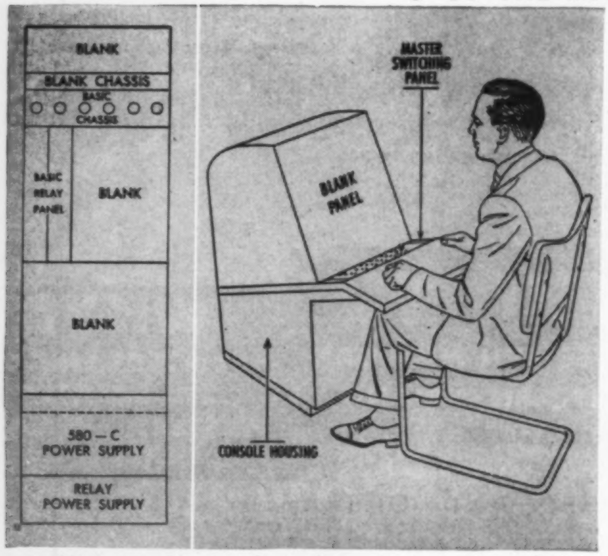
**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

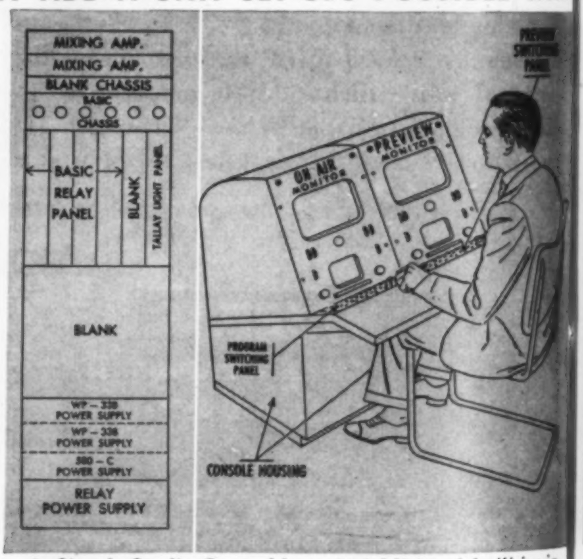
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

## 3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH RC


BLANK
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANEL
BLANK
BLANK
580 — C POWER SUPPLY
RELAY POWER SUPPLY
MASTER SWITCHING PANEL
BLANK PANEL
CONSOLE HOUSING

**1. Minimum Master Control arrangement.** Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.


MIXING AMP.
MIXING AMP.
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANEL
BLANK
TALLAY LIGHT PANEL
BLANK
WP — 33B POWER SUPPLY
WP — 33B POWER SUPPLY
580 — C POWER SUPPLY
RELAY POWER SUPPLY
PREVIEW SWITCHING PANEL
ON AIR MONITOR
PREVIEW MONITOR
PROGRAM SWITCHING PANEL
CONSOLE HOUSING

**2. Simple Studio Control layout.** Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.

**3.**
in
lin

# eo Switching

# TERELAYS!

## does for TV master or studio control
## have done for aural broadcasting.

choose
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es com-
program
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era, film
rk pro-
or lap

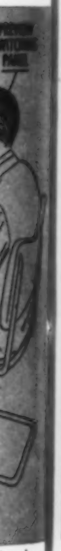
dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching *and presetting,* so that the sound switches with the picture *automatically!*

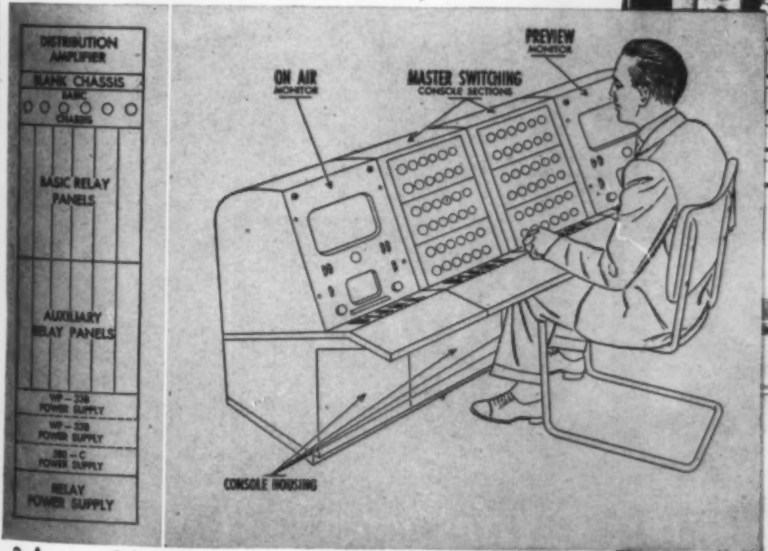
• • •

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 KC, RCA Engineering Products, Camden, N. J.

A

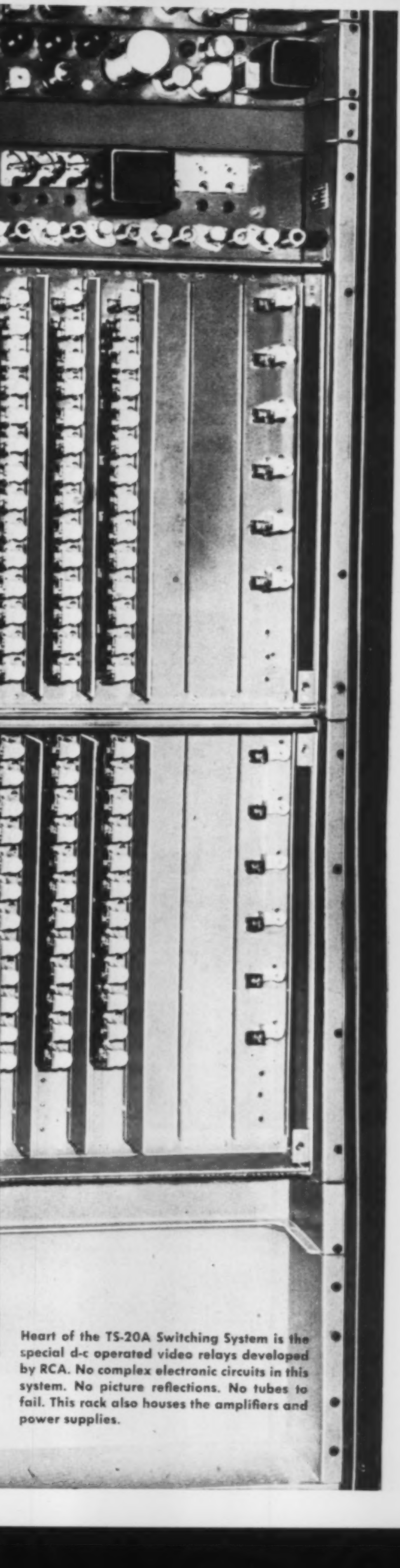
**WITH RCA'S TS-20A SYSTEM.**




DISTRIBUTION AMPLIFIER
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANELS
AUXILIARY RELAY PANELS
WP-33B POWER SUPPLY
WP-33B POWER SUPPLY
580-C POWER SUPPLY
RELAY POWER SUPPLY
ON AIR MONITOR
MASTER SWITCHING CONSOLE SECTIONS
PREVIEW MONITOR
CONSOLE HOUSING

ies in-
fades,

**3. A more elaborate master control room** set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.



**Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.**

XUM

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S

No. 1
SALESMAN
IS

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

50,000
WATTS
680 Kc.

WPTF

NBC
AFFILIATE

★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 39, No. 21 WASHINGTON, D. C., NOVEMBER 20, 1950 $7.00 A YEAR—25c A COPY

# NARBA SIGNED

## *Senate Ratification Fight Appears Imminent*

WITH THE THREAT of a bitter Senate ratification fight already hanging over it, a new five-year North American Regional Broadcasting Agreement was signed by delegates of the five participating nations in Washington last Wednesday midnight.

In terms the final form of the new treaty—evolved in a tiring 10-week conference that followed two unsuccessful negotiation attempts — was not materially changed from the terms tentatively reached and disclosed as the session entered its final stages a few weeks ago [BROADCASTING, Oct. 30, Nov. 6, 13].

The opposition led by Clear Channel Broadcasting Service, which claimed the agreement "legitimatizes" interference which will damage the radio service of areas relying on clear-channel stations [BROADCASTING, Nov. 13], seemed sure to provoke a battle when the treaty comes up for ratification by the Senate.

### CBS, NBC Object

CBS and NBC also were known to be unhappy with the treaty's provision for Cuban use of CBS-owned WBBM Chicago's 780 kc clear channel and NBC-owned WNBC New York's 660 kc clear. Authorities said ABC, Westinghouse Radio Stations and many independent broadcasters are on record favoring the agreement.

The signing came just before midnight, at a plenary session marked by repeated protestations of mutual good will, respect and cooperation. The meeting climaxed almost two weeks of day and night sessions, including one which lasted until 5 a.m. Wednesday.

FCC Comr. Rosel H. Hyde, head of the U.S. delegation, told the conference that "I cannot honestly say that the document we are about to sign has fulfilled every desire and every hope of my country." But "neither does it fulfill every desire of the other signatories," he added. "It is a necessary compromise of the needs of the signatories within the unfortunately limited broadcast band available."

Commander C. P. Edwards of Canada, conference chairman, said he was confident the agreement will prove "wise and sensible."

Dr. Jose Gutierrez, head of the Cuban delegation whose differences with the U. S. stalemated the original session at Montreal last fall and could not be resolved in bilateral conferences at Havana early this year, paid tribute to the earnestness and good faith of the U. S. delegation in its prolonged negotiations.

Basic features of the treaty:

- **Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the agreement which expired March 29, 1949. The six (with Cuban stations to use directional antennas and limit their signals to not more than 25 microvolts per meter at any point within 800 miles of the U. S. dominant) are: 640, 660, 670, 760, 780 and 830 kc.**
- **Dominican Republic is moved from the 1040 kc 1-A clear channel to a regional frequency, 620 kc.**
- **Jamaica is given the right to use 880 and 1180 kc, U. S. 1-A's, with 5 kw but protecting WCBS New York and WHAM Rochester, dominants on those channels. Unofficially it was indicated Jamaica will not use 1180 kc immediately.**
- **On 11 channels Cuba is authorized to establish stations which would be given "special protection" by future U. S. assignments on those channels. The channels: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.**
- **The 1030 kc channel, used by WBZ Boston with 50 kw, is given a U. S. 1-A classification instead of its present 1-B listing.**
- **WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and KXEL Waterloo, Iowa, on 1540 kc, are given 1-B status.**
- **An organization similar to the old North American Regional Broadcasting Engineering Committee is re-established. Provisions are made looking toward adoption of standards of Good Engineering Practice for the North American nations.**
- **Compulsory arbitration procedures are established.**
- **The agreement, when ratified, would be effective for five years, and continue in effect until a new one is reached.**
- **The question of reducing channel widths below 10 kc as a means of "making" additional channels, which at one point seemed the conference's only hope of success, is proposed for further study by the various countries independently.**
- **Provision is made for convening an administrative conference in two years to study problems which may then be outstanding.**

Summing up, spokesmen separated the treaty's "plus" and "minus" features — from the U. S. standpoint—as follows:

### Cite Stability

On the "plus" side, they said, it provides stability for the industry for a five-year term and until a new treaty has been reached. It gives the U. S. latitude in shifting 1-A stations and, if necessary, of increasing the number of stations on a 1-A channel without losing its 1-A classification and protection. It gives complete protection to all 1-A stations except those on which Cuban and Jamaican operations are specifically provided; eliminates

*(Continued on page 20)*

# BASEBALL'S GATE

## Jordan Cites Radio-TV Effect

BROADCASTS of major league baseball games are cutting into minor league gate receipts, but neither major nor minor leagues are seriously hurt by television.

These findings were developed in an analysis of 1950 baseball attendance conducted by Jerry N. Jordan, U. of Pennsylvania graduate student who last spring completed a study of sports attendance in the last quarter-century [BROADCASTING, May 15-22].

Both studies have been published by Radio-Television Mfrs. Assn., which had no part in preparation.

The current findings support the basic conclusion that television does not hurt the baseball boxoffice.

They go even farther by showing that in the eight large baseball leagues the 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televised clubs (see table).

On the other hand, Mr. Jordan expresses serious concern over major league rebroadcasts in minor league cities, where a "major league frame of mind" is developing. In a brief chapter of comment, titled "Too Much Can Be Too Much," he said:

"I sincerely believe that it is possible to put too much baseball on the air. Even the best things can be overdone. Baseball is now filling up an important part of the waking hours, primarily out west. In some cases you can hear baseball games at 11 in the morning and go right on hearing them up to 11 at night with only short lapses. I believe three or four games broadcasts in one day are too many.

### Need Balance

"Some businesslike balance should be put voluntarily into the allocation of baseball games, especially into minor league towns. I hope that the majors and minors can do this when they get together this December. Here, I am sure, is the gravest single threat by sportscasting to the . . . game."

Around both major and minor

*(Continued on page 32)*

* * *

### ATTENDANCE RECORDS OF TELEVISED & NON-TELEVISED TEAMS

### (Leagues Drawing More Than 1,000,000 in 1949*)

| League | % Loss in 1950 | No. Clubs Televised | % Gain or Loss Televised Clubs | % Gain or Loss Non-TV Clubs |
|---|---|---|---|---|
| National | 12% | 7 | Minus 9% | Minus 19% |
| American | 14% | 8 | Minus 14% | .......... |
| American Assn. | 25% | 4 | Minus 23% | Minus 26% |
| International | 24% | 1 | Plus 51% | Minus 32% |
| Pacific Coast | 15% | 6 | Minus 13% | Minus 24% |
| Southern | 11% | 1 | Plus 7% | Minus 15% |
| Texas | 18% | 2 | Minus 7% | Minus 21% |
| Eastern | 30% | None | ......... | Minus 30% |
| *Fla. International | 22% | 2 | ......... | ......... |

***The Western League is not included because of its increase from 6 to 8 teams. Florida International did not draw 1,000,000, but was included because it was the only other league with televised games.**

**HIGHLIGHTS of the signing of the new NARBA treaty (l to r): Nicolas Mendoza, one of the leaders of the original NARBA movement, affixes his signature while Ricardo Sarabasa, first counsellor of the Cuban Embassy, Dr. Jose Ramon Gutierrez, head of the Cuban NARBA delegation, and Cuban Director of Radio Jose Sentmanat stand by, with Miss Galia Cope, assistant to Conference Secretary Jean Millot, holding the document; FCC Comr. Rosel H. Hyde signs as chairman of the U.S. delegation with Capt. J Cross of the State Dept. standing ready to sign as vice chairman; Kenn R. Ingraham signs for Bahamas-Jamaica; and Commander C. P. Edwa conference chairman, signs for Canada. Dr. Miguel A. Herrera, first secret of the Dominican Republic Embassy in Washington, signed in advance wh conflicting engagements made it impossible for him to attend the final sessi**

## NARBA Signed

*(Continued from page 19)*

present "unauthorized" operations on some eight U. S. 1-A's, and requires substantially greater protection to the U. S. dominants on others.

One of the principal advantages, in the eyes of some observers, is that it recognizes and establishes channel classifications internationally, spelling out protection requirements, and at the same time lays down a legal foundation by which Cuba may effectively control her industry and her future assignments.

The treaty, it was pointed out, governs Cuba more strictly than her own radio laws do.

Other factors which were considered "plusses": Cuban stations on U. S. 1-B channels are limited in number and restricted to relatively low power, with provision for use of directional antennas if power is increased.

### 'Minus' Side

On the "minus" side, observers noted the concessions for use of six U. S. 1-A's by Cuba and two by Jamaica; elimination of the 650-mile rule where Cuba is concerned (but providing for border protection to the U. S.); limitations on freedom of action with respect to U. S. 1-A's by requiring specified protection to existing Class 2 stations in Cuba and Canada, in return for which U. S. Class 2's are similarly protected against movement of 1-A's in other countries.

Other "minuses": One continental U. S. station, WVCG Coral Gables, must change frequency (from 1070 to 1080 kc), and three in Puerto Rico must also move (WIBS Santurce from 740 to 730 kc; WNEL San Juan from 860 to 850 kc and WKAQ San Juan from 620 to 770 kc). For the most part, authorities said, the stations would not suffer substantial losses in service areas.

Additionally, KPRC Houston on 950 kc must change its directional array to give Cuba greater protection, while the Cuban station must install a DA to protect KPRC.

Further, the recognition of several Cuban regional stations with rights to operate with 10 kw, directionalized, and the granting of "special protection" to Cuba from future U. S. assignments on 11 channels were written down on the "minus" side of the ledger.

The latter, it was noted, involves the establishment of Cuban Class 1-C and 1-D stations which would be assured specific protection from new assignments and probably will preclude the licensing of additional stations on those frequencies in southeastern U. S. In defense, however, it was argued that station assignments on most of these channels have already approached the saturation point.

Mexico, which withdrew from the conference several weeks ago, presumably will be given an opportunity to subscribe to the new agreement — though even if it should do so, Mexican officials say their signature could not be ratified before 1952. Haiti was not able to participate in the conference, but also will be given a chance to adhere to the treaty.

Signing the document were representatives of the U. S., Cuba, Canada and the Bahamas-Jamaica. The head of the Dominican Republic delegation signed in advance since his United Nations commitments made it impossible for him to attend the final session.

The U. S. 1-A's which Cuba is authorized to use were assigned at the following specific locations for use with the powers specified (U. S. dominants are shown in parentheses):

**640 kc (KFI Los Angeles)—CMHQ Santa Clara, with 15 kw directionalized.**

**660 kc (WNBC New York)—CMCU Havana, with 5 kw DA.**

**670 kc (WMAQ Chicago)—Affiliate of CMBC Holguin, Ote., with 1 kw DA.**

**760 kc (WJR Detroit)—CMCD Havana, with 10 kw DA.**

**780 kc (WBBM Chicago)—CMHD Santa Clara, with 5 kw DA.**

**830 kc (WCCO Minneapolis)—CMBZ Havana, with 5 kw DA.**

### Jamaican Use

Jamaican use of U. S. 1-A's would be as follows, with "antenna characteristics to be determined and designed to afford the protection required by this Agreement":

**880 kc (WCBS New York)—ZQI Kingston, with 5 kw.**

**1180 kc (WHAM Rochester)—New station at Montego Bay, with 5 kw.**

The 11 channels on which Cuba would be granted special protection by future U. S. assignments are composed of four channels to be used for "1-C" stations and seven for "1-D" outlets. The 1-C stations would be protected, by future U. S. stations, to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border. The 1-D stations would be protected by future U. S. oulets to t 25 microvolt daytime and 50 micr volt nighttime contours.

**550 kc (regional channel)—CM**

The 1-C stations are as follows:

**Havana, with 10 kw directionaliz or 2.5 kw non-directionalized.**

**640 kc (U. S. 1-A)—To be used b CMHQ Santa Clara with 15 kw di rectionalized. The special protecti would limit KFI, U. S. dominant, to 2 volts per meter increase in radi tion in the direction of Cuba, in ca of an increase in KFI's power.**

**690 kc (Canadian clear)—CMD Havana, with 50 kw directionaliz**

**860 kc (Canadian clear)—CMB Havana, with 25 kw directionalized.**

Cuba's 1-D stations are listed a follows:

**570 kc (regional channel)—CMH Santa Clara, with 10 kw directiona ized.**

**590 kc (regional)—CMCY Havan with 25 kw DA.**

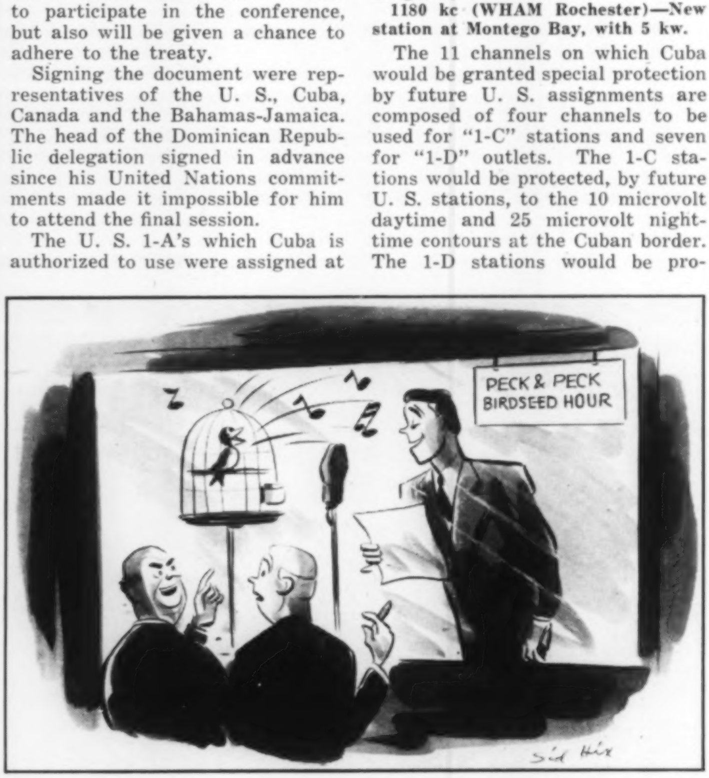
**630 kc (regional)—CMQ Havan with 25 kw DA.**

**730 kc (Mexican clear)—CMC Havana, with 10 kw DA.**

**740 kc (Canadian clear)—CMK Holguin, with 10 kw DA.**

**920 kc (regional)—CMAQ Pinar d Rio with 1 kw, non-directionalized and CMJL Camaguey with 10 kw DA**

**980 kc (regional)—CMCK Havan with 10 kw DA.**



Drawn for BROADCASTING by Sid Hix

*"Sweetest singing talent I ever heard . . . put that bird under a 20-year contract!"*

## HITS JACKPOT

### Ryan Signs Two New Membe

NAB's new-member campaign hi a jackpot during the board of di rectors meeting last Wednesday. After William B. Ryan, NAB general manager, had completed his membership report he asked Jac Hardesty, NAB station relations director, for membership blanks.

Turning to Allen M. Woodall WDAK Columbus, Ga., District director, he suggested Mr. Woo all's WCOS Columbia, S. C., als join NAB. Mr. Woodall readily agreed and promptly signed a membership contract.

Taking the hint, Gilmore N Nunn, WLAP Lexington, Ky., District 7 director, turned to Jame D. Shouse, WLW Cincinnati, an suggested WINS New York, Cro ley-owned, might like to join. M Shouse smilingly signed.

The incident shows the impor tance of being on hand with fountain pen when discussing membership, Mr. Ryan suggested.

# NAB FEDERATION TAKES SHAPE

## More Autonomy for TV

NAB is going through first phases of a federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Steps to meet the demand of TV stations for a service matching the skyrocketing growth of television were taken by the NAB board at its Wednesday-Friday meeting held last week in Washington.

At the same time the board heeded the reluctance of many AM stations to pay dues in support of association activity on behalf of TV stations competing for the same advertising dollars.

TV members will have their own board of directors, which will have autonomy on TV matters.

The action culminated three years of reorganizing and unreorganizing. It is designed to make NAB attractive to TV stations and hold all forms of commercial broadcasting within one industry trade association.

Some form of federating was inevitable, board members felt as they heard reports from NAB General Manager William B. Ryan and Eugene S. Thomas, WOR-TV New York, chairman of the TV Committee. Formal action was taken by unanimous approval of a resolution offered by Robert D. Swezey, WDSU-TV New Orleans.

### Other Board Action

In a lively three-day meeting free from the usual long controversies the board also voted to:

- Study whole association structure.
- Hold TV member meeting, probably in January.
- Expand Station Relations Dept. (story page 26).
- Shift BAB's TV activity to TV Dept.
- Conduct manpower study in effort to have FCC ease operator ticket rules.
- Hold joint management-engineer conventions with workshop themes (story page 26).
- Enlarge legislative activity.
- Loan Broadcast Audience Measurement Inc. up to $5,000.
- Compile data on station public service activity.
- Give FM members added service.
- Aid Wisconsin stations in lottery litigation.
- Approved $345,000 six-month budget.

Still in a nebulous state, the details of the TV operation will be taken up soon by a five-man committee to be named by President Justin Miller. The committee will submit its ideas to the scheduled January meeting of TV stations. Results of these deliberations will be reported to the board at its next meeting in February.

The board obviously recognized that the TV picture at NAB is not too healthy, with only 42 of 107 video stations belonging to the association. All 42 ride almost free, paying $10 monthly dues because they are adjuncts of AM members. TV stations not connected with AM members would pay $125 monthly.

If NAB doesn't do something—and quick—to meet the video industry's trade association needs, someone else will, most of the directors felt. They obviously had in mind Television Broadcasters Assn., formed early in the decade by station, manufacturer and other interests.

At first it was planned to hold the NAB-TV convention in December but a January date was favored late in the week to avoid embarrassing TBA's plans for a Dec. 8 convention in New York.

While NAB's format for TV is being worked out, a new dues structure will be set up so video stations can pay their way. At present TV members pay only a fraction of 1% of NAB's budget, but the board was told that many video stations take in two or more times as much money as their AM adjuncts.

With TV's rapid growth, the board conceded video stations are entitled to decide their own trade association destinies but directors felt it should be done under NAB's banner. No thought of changing NAB's name to include television is entertained at this time, it was explained.

At present NAB's TV stations are represented on the board by Directors Thomas and Swezey, two out of 27 directors. The new plan specifies that TV members have their own board of directors, with perhaps seven or nine members. This board would have relative autonomy on TV matters. Top association policy questions would be decided by the full NAB board though perhaps in cooperation with the TV directors.

### Dues Formula

A dues formula will be worked out by which a percentage of TV payments will go toward general overhead, including such services as legal, administrative, labor relations, research and other functions.

In the course of its three-day discussion the board approved a general inquiry into the whole association structure. No details were disclosed on the nature of this study, culminating a series of functional and structural examinations since the war.

Backers of the new TV plan look for close cooperation between the top NAB board and the TV directorate. The plan differs from the two and three-division structures of recent years by giving TV much more autonomy, yet it falls short of a federation scheme. NAB will have two boards but only one president.

"This is not the final answer," Mr. Swezey told BROADCASTING, "but it meets the need for immediate action."

When Broadcast Advertising Bureau is separated from NAB next April, it will drop TV sales promotion functions under the Swezey plan. Mr. Swezey drafted the BAB separation project as chairman of the board's BAB Committee. This separation was approved by the board at a special August meeting.

TBA can be expected to scan the situation carefully at its Dec. 8 session. About a year ago TBA was talking in terms of a $100,000 budget, with manufacturers contributing big sums, and election of a top-flight president. Wayne Coy, FCC chairman, was among those mentioned for the post.

NAB's structural revamping on behalf of television eliminates need for the present TV Committee. This committee was formed last summer, along with AM and FM groups, at the suggestion of General Manager Ryan, who instigated

*(Continued on page 28)*

# WATCH SHOW GROWS

## To 350 Outlets

HAMILTON Watch Co., Lancaster, Pa., has produced a series of quarter-hour programs which will be sponsored by local retail jewelers on 350 stations in 46 states, Alaska, Canada, and Mexico, as a result of sales ability of radio station men throughout the country.

Production cost of the program *Dream Time*, featuring a vocalist identified as Lady Hamilton, was borne by the company. The format of the quarter-hour show presents a narrator blending the songs with poetry. Hamilton Watch has a middle commercial, but the ends are open for local jeweler identification. Local jewelers pay time costs.

The radio schedule originated at WMC Memphis when a local jeweler, A. Graves & Steuwer, Memphis, started sponsorship of the show. It was brought to the attention of Robert Gunder, sales promotion manager for Hamilton Watch, by Gene Lott of the jewelry shop. Mr. Gunder employed the Frederic W. Ziv Co. to transcribe 13 programs. Then the Hamilton Watch salesmen set out to sell jewelers on sponsoring the programs locally. They met with indifferent success, only 15 or so signed up.

A good watch salesman is not necessarily a good radio time salesman, Mr. Gunder reasoned, and therefore he wrote a letter to every radio station in the country telling them about the show and suggesting that they sell it to local jewelers.

### Results 'Astounding'

Almost at once the results were astounding. The total of stations edged up to the 100 mark, then 200 and has snowballed finally to 350 stations selling the program. This means that more than 4,550 quarter hours of radio time have been sold.

The radio programs will give Hamilton Watch Co. a powerful adjunct to its "To Peggy" and "To Jim" five-minute Christmas promotion TV films to be carried in 52 markets [CLOSED CIRCUIT, Nov. 13].

Hamilton Watch Co. account is handled by BBDO, New York.

**AT Houston meeting earlier this month for station managers of ABC affiliates in Texas and Oklahoma (l to r): Robert E. Kintner, ABC president; Fred Nahas, executive vice president and general manager of KXYZ Houston, and Ernest Lee Jahncke, ABC vice president for radio.**

# DON LEE SALE

## FCC Approval Sought

FCC WAS asked last Friday to approve the record-high $12,320,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and parlay sale of two stations, one AM and the other TV [BROADCASTING, Oct. 30, 23].

Involved in the proposed disposal of stations by General Tire, which outbid Hoffman Radio & Television Corp. and associates for stock controlling the Don Lee Broadcasting System from the Thomas S. Lee Estate, are KTSL (TV) Los Angeles to CBS and KDB Santa Barbara, Calif., to Lincoln Dellar, president, Sacramento Broadcasters Inc. (KXOA Sacramento, KXOC Chico, Calif.) and Valley Broadcasting Co. (KXOB Stockton, Calif.).

Under terms of the KTSL-CBS transaction, Columbia would acquire from General Tire, owner of Yankee Network, Lee Enterprise's TV equipment valued at $333,764 and would lease space in Don Lee's Vine St. property for 10 years for a total rental of $2,655,000 payable in annual installments.

### Facilities Leasing

In addition, it was proposed that "space and facilities" in the Vine St. property which General Tire would acquire, would be leased for 10 years to Lee Enterprises at a total rental of $2,550,000 in annual installments.

Also leased to CBS would be the Mt. Wilson and Mt. Lee TV properties of Don Lee for a period of 20 years at $460,000 total rental. Certain options for extensions of the lease and for the purchase of the Mt. Wilson property are included in the application. CBS would be given the right to renew the lease for another 20 years and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease at $137,000 with certain minor conditions.

Actual outlay by General Tire—estimating the $5 million-plus which the Lee estate already held in cash and quick assets, and adding returns from certain other properties to be liquidated—would be approximately $6 million. About half of this would be borne by CBS through purchase of KTSL equipment and its long-term leasehold arrangements.

The General Tire bid was made through the First National Bank of Akron. The bank was trustee of the retirement plan for employes of General Tire and certain other subsidiaries. Under the provisions of the sale, the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Lee Enterprises' KDB would be sold to Mr. Dellar for $25,000; $11,562 to be placed in escrow and the remainder to be paid periodically.

Mr. Dellar built KXOA in 1945 and a year later constructed and started operation of KXOB. The third station in which he has interests, KXOC, was started in 1949. Mr. Dellar, who has been in radio for 18 years, said that if the KDB purchase is approved by FCC, he plans to maintain the station's present management and staff.

CBS already has announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSL when Columbia takes over its operation. The Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president.

### KTTV Ownership

When CBS disposes of its 49% interest in KTTV (TV) Los Angeles, the *Los Angeles Times*, 51% owner, will acquire full ownership.

Some real properties, in addition to the TV properties on Mt. Wilson and Mt. Lee purchased by the General Tire trust, are to be made available to Lee Enterprises on a lease basis for 10 years at a total of $930,000, it was revealed.

Also mentioned in the application is a Lee Enterprises' estimate that completion of KTSL and exp mental KM2XCV construction h progressed to the point wh $7,500 will be needed for complet of KTSL and $33,000 for the oth outlet. Construction of a th experimental station—KM2XDF has not been started but would r quire an estimated $13,000 expend ture to comply with the constr tion permit, FCC was told.

Sale of KDB would bring Gene Tire in conformity with FCC's A multiple ownership "policy" of li iting the number acquired to seve General Tire already owns WNA Boston, WONS Hartford, WIC Bridgeport and WEAN Providen in the Yankee group. After KDB sale it would retain in the Don L transactions KHJ-AM-FM Los A geles, KFRC San Francisco a KGB San Diego.

Purchase of the Lee interests al gives General Tire another 19% the stock of Mutual network which it already owns approximat ly the same amount. It also woul give the firm control of Paci Northwest Broadcasting C through which the Don Lee Ne work has 25 affiliates in addition 16 affiliated stations in Californi

It could not be learned at th week's end whether General T will sell its Mutual holdings dow to the total 30%, according to MBS provisions.

# STRIKE THREATS

## TVA, AFRA Walkouts Pen

POSSIBILITY of a coast-to-coast strike of live and kinescope television performers continued at week's end, when George Heller, national executive secretary of Television Authority, which represents five performer unions, announced that week-long negotiations in New York would be suspended over Friday to permit networks and agency officials to review their position. He said negotiations would resume on Saturday morning for reception of "whatever proposals the networks may have to make."

The parallel threat of stri against radio networks by Ame can Federation of Radio Artis also continued, despite almost co tinuous meetings throughout th week. Despite reliable reports th AFRA was near agreement Frank Reel, national executive se retary, and network officials wou not comment on the situation. How ever, any settlement in radio pri to a settlement in television seem unlikely, since many AFRA me bers work in both media. Legal the two groups are distinct, course, and the two negotiatio are conducted ostensibly witho regard to one another.

The parties in both disputes hav refused to divulge the details the past week's discussions, or co firm a report that the bigges hitch was over wages.

In television, the contracts which the negotiators are worki will be the first of their kind, a extraordinarily complex and d tailed considerations have to dealt with. Some relate to pro lems of production which have themselves been solved, while th effects of standardization in th hiterto unstandardized televisi industry are not easily estimat by management and agencies.

TVA negotiators, including M Heller, represent the Americ Federation of Radio Artists, Am ican Guild of Variety Artis American Guild of Musical Artis

(Continued on page 63)

**AT BIRTHDAY celebration of Ford Bond's 20th anniversary as announcer for *The Cities Service Band of America* on NBC are (l to r): Tom De Bow, Cities Service advertising director; Merlin H. Aylesworth, chairman of the executive committee, Ellington & Co., Cities Service agency, and one-time NBC president; Mr. Bond; Paul Lavelle, bandmaster of the program, and Jesse T. Ellington, president, Ellington & Co.**

# BOND BIRTHDAY

## Marks 20 Years With Show

FORD BOND'S 20th anniversary as announcer for *The Cities Service Band of America*, starring Paul Lavalle, over NBC, Monday, 9:30 p.m. was celebrated last week by a party in New York and a Ford Bond birthday celebration on the program itself Nov. 13. NBC Board Chairman Niles Trammell was a special guest on the program.

Mr. Trammell, commenting on one of the longest sponsor-announcer identifications in broadcasting history, said that "although the Cities Service program has changed with the times, one unchanging voice has spoken for the unchanging standards of Cities Service."

"Cities Service is proud of Ford Bond," Mr. Trammell continued, "and of its 20-year association with him—and so is NBC."

# METAL SHORTAGES INCREASE

## Production Cuts Seen

THE SPECTER of World War II shortages hung ominously over the electronics horizon last week with the prospect of imminent drastic cutbacks in radio-TV set production and portents of complete controls over all basic metals by mid-1951.

Component parts and set manufacturers, staggered earlier in the week with announcement of a 35% cutback in consumption of aluminum, were dealt a further blow that threatened to curtail speakers for radio and television receivers and generally disrupt the entire radio-TV industry.

The storm clouds of imminent shortages blackened perceptibly last Tuesday as NPA Administrator William H. Harrison ordered the nation's largest cobalt importer, African Metals Corp., New York, to "withhold delivery" of the metal pending a government study of defense needs [CLOSED CIRCUIT, Nov. 13]. The firm reportedly supplies about 95% of the nation's cobalt requirements. Cobalt is used in production of jet engines for airplanes.

So critical was the situation that members of Radio-Television Mfrs. Assn., holding a three-day board meeting in New York, sidetracked nearly all other issues, including that of color TV, to weigh the import of the government's action on cobalt and aluminum, and anticipated orders on copper and nickel (see separate story).

RTMA officials last week:

- Termed the outlook for civilian set production the "most critical since reconversion from World War II—with possible curtailment if not total cessation of output by early 1951—thus dispelling earlier convictions that cutbacks may not exceed 35%.
- Expressed belief that NPA will not release sufficient amounts of cobalt to maintain present set schedules, and that next year the metal will be totally unobtainable.
- Foresaw a return to use of inferior magnet speakers utilizing nickel, also slated to be curtailed shortly, unless the ban on cobalt is relaxed.
- Set up a special electronics parts mobilization committee to work with the all-industry electronics committee, formed last August, and with government officials.
- Petitioned NPA Administrator Harrison to release some cobalt for use by alnico magnet producers.
- Expressed fear that magnet makers will be "put out of business" within perhaps six weeks.
- Warned that set manufacturers may be so flooded with military orders by next spring or summer that, even if the television freeze were lifted, they probably would be unable to handle requests for transmitter equipment.

### Discuss Long-Range Plan

The special RTMA committee, headed by A. D. Plamondon Jr., president of Indiana Steel Products Co., largest consumer of cobalt for alnico magnets in speakers, and R. E. Laux, president of General Instruments Corp., will confer with the special Electronics Industry Committee and government authorities on a long-range plan to assure that companies hit by material restrictions can maintain operation.

James Secrest, RTMA general manager, reported that some suppliers of alnico magnets already have curtailed operation, while one had shut down completely for lack of material.

The committee hopes to persuade government officials to release enough critical material to industry to keep it afloat during the interim period while military orders actually are taking shape.

Mr. Secrest noted that nickel can be used instead of cobalt, but added that it takes a larger quantity of an already scarce and expensive item. He pointed out that the change in metal would mean redesigning speakers and, in many cases, cabinets as well.

At the same time Mr. Secrest foresaw no immediate shutdown of radio and television plants, but felt it a matter of speculation as to how long the present inventory of speakers would last.

A return to inferior magnet speakers utilizing nickel is a virtual necessity if plants are to avoid shutdowns early next year, he emphasized.

Grave concern over the materials crisis, which spurred setmakers to beaverish new efforts on behalf of substitute metals, was typical of a week which also brought these developments:

- Disclosure that NPA has under preparation similar cutback orders on nickel and copper, as well as other vital items.
- Prediction that rigid allocations controls will be imposed on all materials shortly after July 1, 1951, beginning of the new fiscal year.
- Preparation by Defense Dept. of a supplemental military funds request for $10 million, including presumably at least $1 billion for electronics orders, which it hopes to submit to the "lame duck" Congress before it adjourns.
- Warning by Commerce Secretary Charles Sawyer that the full impact of present controls will be felt this coming spring.
- Appointment of John D. Small, vice president and executive assistant to the president of Emerson Radio & Phonograph Corp., as chairman of the Munitions Board, which sets requirements for the armed services (see separate story).

### Cobalt Cut

When confronted with the NPA directive, African Metals Corp. promptly notified its customers that it would be unable to allot any more cobalt for civilian use.

There was a hint, however, that Gen. Harrison may be constrained to ease up on the cobalt cutback in the electronics industry if it could be shown that the curtailment would result in "severe dislocation."

In his directive to African Metals Corp., Gen. Harrison said he had been advised that the firm had insufficient supplies to meet essential civilian needs because of defense orders, and said NPA is consulting with other government agencies as to steps "which may be taken to

*(Continued on page 68)*

# DEFENSE POST

## *Small Heads Munitions*

JOHN D. SMALL, vice president and executive assistant to the president, Emerson Radio & Phonograph Corp., New York, last Thursday was sworn in as chairman of the Defense Dept.'s Munitions Board. He succeeds Hubert Howard, who resigned two months ago.

Mr. Small has had varied experience in government circles and in the armed forces during both world wars. He served on the World War II War Labor Board and later headed up the Civilian Production Administration. While in government he was instrumental in aiding industry reconversion immediately following the war.

The Emerson executive also had experience as deputy director of the Army-Navy munitions board, and in September 1944 was named executive officer and chief of staff to the chairman of the War Production Board. He served on active duty as a naval aviator in World War I and was recalled to active duty in the Navy as a commander early during the last war before assuming executive positions in Washington.

Mr. Small's civilian positions have been with Publicker Inc., Dry-ic Corp., Maxson Food Systems and later, in 1947, with Emerson Radio.

# RTMA BOARD MEET

## *Material Shortages Top Discussion*

MATERIAL shortages dominated the board meeting of Radio & Television Mfrs. Assn. held in New York last Tuesday-Thursday, James Secrest, RTMA general manager, reported at the conclusion of the three-day session.

The present interim period, when government restrictions on material are making it impossible for manufacturers of radio and TV sets as well as all electronic products to fulfill civilian orders and when military or defense orders have not yet materialized, is a tough one for this industry, Mr. Secrest noted. If the time does come when the country needs electronic equipment for military use, it will need it in a hurry and won't be able to get it if in the meantime the electronic plants have had to close for lack of material, he said.

The component parts manufacturers are the ones most hard hit at the moment, Mr. Secrest said, but the set manufacturers can't turn out sets without components and he estimated that unless some relief is secured the production of radio and TV receivers will be seriously curtailed if not completely halted by the first of the year (see shortages story this page).

A. D. Plamondon Jr., president, Indiana Steel Products Co., was named chairman of a special electronic parts mobilization committee, with R. E. Laux, president, General Instruments Corp., as co-chairman, to work on the problem of shortages.

Robert C. Sprague, RTMA president, and Glen McDaniel, vice president of RCA, will represent RTMA in an appearance this morning (Monday) before the House Ways & Means Committee to present the association's views on the excess profits tax. RTMA does not object to a fair tax on its members, nor to the idea of an excess profits tax for military expenses, Mr. Secrest explained, but it does object to setting a base period which would work undue hardship on this "growth" industry, particularly the television branch which has developed from almost nothing to its present proportions in the period since the end of World War II. The proposed tax formula would practically wreck the TV manufacturers, he declared.

### Asks TV Agreement

The RTMA board also laid plans for asking the Federal Trade Commission for a trade practices conference with the purpose of extending the present regulations and agreement for radio sets to cover TV receivers as well. RTMA has been working on a code for TV advertising, which might be included in the agreement, Mr. Secrest reported.

The whole problem of the production and distribution of FM receivers will be studied by another special RTMA committee, Mr. Secrest said, adding that this committee will work closely with the FM broadcasters in this project, probably through the auspices of the NAB. All phases of the subject will be analyzed, he said, including the proposal that all TV receivers be equipped for FM reception. He noted that any conclusions as to what can and should be done to increase FM production will depend on the overall production picture.

# *Excess Profits Tax* • • • • How It Affects Radio-T

By F. CLEVELAND HEDRICK JR. and A. R. ELLMAN

THE WAYS AND MEANS Committee of the House of Representatives commenced hearings on Nov. 15, under a mandate contained in the Revenue Act of 1950 to report out an excess profits tax law during this session of Congress. Indications are that the new excess profits tax law will follow the pattern of the World War II law and that the base period will be the years 1946-47-48-49.

There is some possibility of the elimination of 1946 and the use of the remaining three years as a basis. However, for our purposes we are assuming that the base period will consist of the four years 1946-49 inclusive. It is our belief that these four years are an unfair base period for the radio and television industry and that special provisions must be made for the industry.

General business indices show that these years have been the most prosperous that the country has enjoyed. For comparison purposes we have taken the following as indicators of business trends: (1) Corporate profits before taxes, (2) total gross national production expenditure, (3) disposition of personal income, and (4) total business sales.

The 1946-49 (inclusive) average on all indices exceeds the previous high and is approximately 90% greater than the 1941 average (see Monthly Averages table).

Monthly Averages* (In Billions of Dollars)

| | Corporate Profits Before Taxes | Gross Natural Production Expenditure | Disposition of Personal Income | Business Sales |
|---|---|---|---|---|
| 1946 | 23.6 | 212.6 | 176.9 | 26.5 |
| 1947 | 31.6 | 235.7 | 193.5 | 32.8 |
| 1948 | 34.8 | 262.4 | 211.9 | 36.2 |
| 1949 | 27.9 | 256.7 | 207.0 | 36.0 |
| AVERAGE | 29.5 | 241.9 | 197.3 | 32.9 |
| 1941 Aver. | 17.2 | 126.4 | 95.3 | 16.4 |
| % Increase over 1941 | 71% | 91% | 107% | 101% |
| Previous High Prior to 1946 | 25.1 | 213.7 | 165.9 | 23.7 |

*Source—Survey of Current Business

Following are comparable figures for the broadcasting industry:

| | Broadcast Income* Before Taxes (In thousands) |
|---|---|
| 1946 | $61,628 |
| 1947 | 55,551 |
| 1948 | 48,807 |
| 1949 | 45,700 |
| AVERAGE | 52,921 |
| 1941 Average | 33,438 |
| % Increase over 1941 | 58% |
| Previous High | 69,430 |

*Source FCC Yearly Financial & Operating Data

It is to be noted that the average for the four years is substantially less than the previous high and only 58% higher than the 1941 income.

However, these figures by themselves are misleading because they are industry-wide figures and do not represent the experience of individual stations. The figures shown above are the operating results of the following number of stations in each of the years:

| Years | Number of Stations* Reporting |
|---|---|
| 1946 | 1,015 |
| 1947 | 1,453 |
| 1948 | 1,813 |
| 1949 | 2,054 |

*Source FCC Annual Financial & Operating Data

Thus the experience of the average station would be as follows:

| | Average Profit* per Station |
|---|---|
| 1946 | $60,717 |
| 1947 | 38,232 |
| 1948 | 26,921 |
| 1949 | 22,250 |
| AVERAGE | 37,028 |
| 1941 Average | 40,928 |
| % Decrease since 1941 | 10% |
| Previous High (1944) | $80,266 |

*Source: FCC Annual Financial & Operating Data.

These figures show a trend contrary to the general business indices.

The factor contributing most to the decline from an average profit of $80,266 for 865 stations in 1944 to $22,250 for 2,054 in 1949 is the large increase in the number of stations.

The increase in the number of stations affects the profits of both old and new stations.

Preliminary figures for 1949 show net profits before taxes as follows:

| No. Stations | Total | % of Total | Aver. per Station |
|---|---|---|---|
| 821 Pre-War | $43,000,000 | 94.1% | $52,375 |
| 1233 Post-War | 2,700,000 | 5.9% | 2,190 |
| Totals | $45,700,000 | 100.0% | $22,245 |

While the same 821 stations which included 52 new stations averaged $40,928 per station in 1941, these same 821 stations plus 44 licensed since 1941 averaged $80,266 in 1944. The decrease in 1949 from the 1944 high is $27,891 per station for the pre-war stations. Percentage-wise the decrease is 33% which is a very substantial decrease in face of general business prosperity during the years since 1944.

There are several reasons for the decline in profits suffered by the pre-war stations. The most important is the increase in expenses. A comparison of 1944 to 1949 operations of the 865 stations existing in 1944 and the 821 pre-war stations operating in 1949 is as follows:

| | 1944 | 1949 | % Increase |
|---|---|---|---|
| Broadcast Revenues | $224,541 | $278,685 | 24% |
| Broadcast Expenses | 144,275 | 226,310 | 57% |
| Broadcast Income before Federal Income Tax | $80,266 | $52,375 | 33% Decrease |

In the five years, while revenues increased only 24%, expenses increased 57%. Increase in expenses is partially due to the inclusion of FM operations in the reports submitted to the FCC. In 1948, the operators of joint AM and FM stations filed joint reports including their FM income and expenses with their AM operations. It is an accepted fact that FM expenses exceed FM income. FM figures were not included in 1944 figures.

Even stations founded before 1941 are having difficult times. T number of these stations show losses increased each year as f lows:

| | No. of Stations St in and before 19 which show loss |
|---|---|
| 1946 | 41 |
| 1947 | 72 |
| 1948 | 125 |
| 1949 | 129 |

This increase is substantial a the last year's figure is 16% of t stations started before or duri 1941. As for the stations starti in business after 1945, they are e periencing increased difficulties i meeting their expenses.

According to the Annual Fina cial and Operating Data publish by the FCC the following are t number of stations reporti losses:

| | Total Sta. Reporting | Sta. Re-reporting Losses | % of T Reporti Loss |
|---|---|---|---|
| 1946 | 1,015 | 112 | 11% |
| 1947 | 1,953 | 369 | 25% |
| 1948 | 1,813 | 581 | 32% |
| 1949 | 2,054 | 601 | 29% |

The reports also furnish the i ception data of the stations whic lost money during the year. O the number of stations starti each year, the years in which thes stations lost money are shown i the table on page 34.

After four years of operation approximately 30% of the statio licensed in 1946 are still losin money. After three years of opera tion approximately 35% of the sta tions licensed in 1947 are still losin money.

It is apparent that the benefit o two added years operation as ex isted in the relief provisions of th former excess profits tax law woul not be of much benefit to statio newly licensed within the fou years of the contemplated bas period. The stations licensed dur ing these years total 1,152 of th 2,054 stations on the air as of th end of 1949. Thus, more than one- half of the radio stations woul have a difficult time proving a relief case under the terms of th old law.

So far, we have concerned our selves with AM operations and AM operators who have filed joint AM and FM operating figures. Ther are FM stations that have no AM licenses. These stations filed fig ures as follows:

| | 1948 | 1949 |
|---|---|---|
| No. of Stations | 89 | 114 |
| Total Revenues | $4,200,000 | $5,100 |
| Net Losses | 3,100,00 | 3,500 |

These stations will be forced t use the invested capital method i computing their excess profits ta credit. For a new industry, ther is no adequate experience for a bas period of net earnings.

A more urgent need for speci

(Continued on page 34)

**APPLYING intimate knowledge of stations' tax problems, two authorities in the field present in this article a clear picture of radio-TV's interest in the proposed excess profits tax. Authors are A. R. Ellman, president, Broadcasters Statistical Research, and F. Cleveland Hedrick Jr., tax attorney with the law firm, Pierson & Ball, Washington, D. C. Mr. Ellman, a student of the problem since 1936, reviewed for this publication in 1947, the applicability of the tax relief provision for stations as contained in the old World War II law [BROADCASTING, Jan. 27, 1947]. Mr. Hedrick, graduate of the U. of Florida's law school, is a member of the American Bar Assn.'s committee on excess profits taxes (formed last September) and chairman of the District of Columbia Bar Assn.'s Taxation Committee. He has handled a number of cases for radio stations which asked relief under the old law.**

# TAX BATTLE

## Administration Pushes Excess Levy

A LAST-DITCH fight by the administration to push enaction of an excess profits levy on corporations by a "lame duck" Congress was opened last week.

The tune was called by President Truman in a letter to Chairman Robert L. Doughton (D-N. C.), of the House Ways and Means Committee which on Wednesday began its long-heralded hearings on the issue, and by Secretary of the Treasury John W. Snyder, who led off the government's profits taxing request.

Secretary Snyder, whose testimony consumed the first day of the hearings, was followed by a battery of industry spokesmen all day Thursday. Among them was NAB, which got in the first word for the tax-harried broadcaster.

Opening day was conducted in the spectator and radio-press packed caucus room of the Old House Office Bldg. By Thursday, the larger Ways and Means Committee room in the New House Office Bldg. was being used.

As the committee settled into the discomfort of the tax question, political tempers were raised a few notches. Splitting along party lines and voting en bloc, Democrats overruled the minority GOP on the committee by placing a time limit on the hearings. According to the group's decision, hearings will be squeezed into a one-week period with each witness permitted 15 minutes in which to present testimony.

President Truman wrote Rep. Doughton that the profits tax should be retroactive to July 1, 1950. When Congress wrote in its excess profits levy mandate while increasing taxes last September, it provided for application of the profits tax to the last quarter of the last half of 1950 earnings.

### Tax Outlook

The Chief Executive and his cabinet officer agreed that this tax would conclude the government's tax-increasing plans for the year and would be considered the first installment in further tax increases—probably including higher individual income taxes—next year to keep revenue in balance with military spending.

In a voluminous presentation to the committee, Secretary Snyder proposed the following:

● Placement of a 75% excess profits tax on corporation profits to gain about $4 billion per year. The rate in World War II was 85½%.

● Use of the best three of the four years 1946-1949 inclusive as the base period for computing the tax. An alternative would be use of the invested capital plan (a choice permitted under the war act).

● Necessity of cutting base-period earnings by 25% before the 75% excess profits tax is computed.

● Reactivation, with some adjustment, of the Section 722 relief provision of the World War II profits law.

Secretary Snyder, in mapping the administration's viewpoint, rejected proposals from various business groups, including the Committee for Economic Development (see story page 40), that the regular corporation tax rate be hiked as a substitute for the profits levy. If such procedure were followed, he noted that the present 45% tax rate would have to be raised to about 57% to gain the $4 billion in revenue needed.

According to the Secretary's figures, federal expenses this fiscal year will be about $45 billion with revenue falling $2 billion short of the mark. A retroactive profits tax would offset the deficit, he said.

NAB was represented by Ralph W. Hardy, director of government relations.

Assuring the Congress that broadcasters are not opposed to the government's plan to meet the heavy defense burden with increased taxes, NAB stated the industry was behind the "pay-as-you-go" basis of operation.

However, it took issue with application of an excess profits tax that would penalize the broadcasting industry.

Concept of the profits levy, the NAB pointed out, is that it absorb that part of business profits which is "in excess of the normal level of profits for individual business units." The assumption is, the NAB continued, that such excess profits result from emergency or wartime factors. Therefore, it is essential to set up a fair and legitimate measurement of a normal level.

But, NAB warned the committee:

"The plight of the broadcaster arises out of the fact that due to constant technological development coupled with unusual regulation by the government, there is, to all intents and purposes, no 'normal time,' and, consequently, no 'normal profit' period."

This situation, the association explained, was premised on the makeup of the industry as seen from its AM-FM-TV parts.

### Cite Background

Pointing to the World War II freeze on AM applications and the equally stunting regulation by the FCC freeze begun in 1948 on applications for TV stations, NAB also underlined the increased totals of FM stations after the war as compared to the period prior to 1941.

Pioneering in FM by broadcasters entailed the paying of losses in its operation out of AM earnings. Thus, the NAB declared, this period of FM growth couldn't be considered "normal." The committee was reminded that broadcasters having both AM and FM as a rule continue them as a common corporate entity.

It was also explained to the committee by the association that any base period selected during the past five years would "manifestly be discriminatory" to AM stations which came into the broadcasting picture following World War II.

The third thorn pricking the broadcaster, the NAB said, was television. TV service was undertaken largely by broadcasters already in the AM business and in many cases also in FM. In only a few instances, TV stations were launched as distinct corporations without relationship to AM or FM operations, NAB noted.

> **During the base period suggested by the Treasury to your body, it was not an uncommon experience to see television operators together engaging in friendly rivalry matching experience to see who could claim the distinction of losing money at a greater rate than others.**
>
> **The operating losses were staggering and they were carried either by siphoning off earnings from sound broadcasting or by heavy investments of risk capital put forward in the faith that this new industry could be launched successfully.**

Asserting that these conditions and factors must be taken into consideration, the NAB deplored the Treasury viewpoint, as outlined by Secretary Snyder, that radio and TV be lumped "with the broad field of communications." Placing the industry within the category of "vast public utilities operating in this area" would be "completely unrealistic," the NAB declared.

Citing the President's report on Civil Defense and the labeling of communications as the "nerve system," the NAB concluded its testimony by pointing out that the Committee must eye no action in its recommendations which would "in any way impair the maintenance and growth of a strong and efficient system of communication. . . ."

It was not definite late Thursday

*(Continued on page 34)*

# NARND CODE

## Standards Adopted at Chicago Meet

SET of standards of practice covering news treatment and selection for broadcasting was adopted last week by the National Assn. of Radio News Directors, meeting Thursday-Saturday at the Hotel Sherman, Chicago.

Basic provisions of the standards, first to be approved by NARND, specify:

● Selection of newscast material on news merit alone.

● Recognition by news directors that public interest is the primary responsibility.

● Presentation of news accurately, factually, in good taste and without bias; cooperation by writer and newscaster to avoid sensationalism.

● Clear identification of commentary and analytic material in all news broadcasts.

● Separation of editorial material and factual news, with clear labeling of such editorial matter.

● Race, creed, color or previous status of an individual should not be mentioned unless necessary to understanding of a story.

Jack Shelley, WHO Des Moines, presided at proceedings as NARND president. About 200 radio newsmen registered.

Delegates met unofficially Wednesday to visit Milwaukee at the invitation of Walter J. Damm, vice president in charge of radio and television for the Journal Co., which owns WTMJ-AM-TV. News directors toured the station's Radio City headquarters.

Bob Considine, International News Service war correspondent who recently returned from Korea and Japan, addressed the first luncheon session Thursday at the Bismarck Hotel, sponsored by Sears, Roebuck & Co. He talked of his war experiences in the Orient and later engaged in a long distance telephone discussion with Frank Scully, author, on the pros and cons of the existence of flying saucers. The conversation was tape recorded and may be broadcast later.

### Commended by Condon

Ed Condon, assistant to the president of Sears, Roebuck & Co., was one of the luncheon hosts. In welcoming the newsmen, most of whom are from the midwest, he commended them for their "palatable" interpretation of the news which makes the U. S. "the best informed country in the world."

Guests at the speakers table included Alex Drier, NBC Chicago network commentator, and Seymour Berkson, general manager of INS.

### Keller Moderates Panel

Thursday afternoon sessions were concerned with relations of news directors with the armed forces and with doctors and hospitals. On the former panel, the moderator was Cass M. Keller of WRC Washington, who appeared with Major Gen. Floyd Parks, chief of information, U. S. Army; Brig. Gen. Sory Smith, of the U. S. Air Force, and Rear Admiral R. F. Hickey, chief of information for the U. S. Navy.

Russ Van Dyke of KRNT Des Moines moderated the session on doctors and hospitals. Panelists included Dr. George F. Lull, secretary and general manager of the American Medical Assn., and Miss Annie Laurie Crawford, assistant secretary in charge of public relations for the American Nurses Assn.

INS was host at a cocktail party Thursday evening.

# WORKSHOP CONVENTION

## Set by NAB

THE 1951 NAB convention, to be held April 15-19 at the Stevens Hotel, Chicago, will be a shirt-sleeve workshop session, NAB's board decided last week in adopting a report submitted by Eugene S. Thomas, WOR-TV New York, chairman of the board's Convention Committee.

This represents a complete turnabout from the 1949 and 1950 conventions and answers loud complaints from the membership over the inspirational agendas. These programs failed to bring many of the delegates into meetings.

The board voted to hold management and engineering conferences at the same time.

Instead of the week-long proceedings of the last two years, the Chicago convention will be held Sunday to Wednesday, with proceedings to open formally Monday noon.

A dominant theme in the 1951 convention will be broadcast rates along with sales developments. Broadcast Advertising Bureau has been ordered by the board to conduct a study showing the industry's growth as an advertising medium through expanded coverage and added impact. The report on aural broadcasting's progress will be a high spot of the convention and is expected to supply answers to advertiser-agency demands for rate cuts based on TV inroads.

NAB's three media committees—AM, FM and TV—will schedule their own participation in the conventions. While the management and engineering conventions are separate, some program topics are likely to attract mixed delegations. All discussions and talks will be stenotyped for distribution.

### Meeting Sites

The Eighth St. Theatre, which is connected to the Stevens ballroom, will not be used in April. Last spring most delegates scattered to other places after luncheon instead of going to the theatre to hear the speeches by noted dignitaries. Next April the meetings will be held in the Stevens auditoriums, of which there are a half-dozen.

An Engineering Conference Arrangements Committee will be named to work with the Convention Committee in arranging the technical agenda. Formerly the programming was handled by the NAB Engineering Committee but this body no longer exists under the present media structure.

Shortening of the exhibit time meets requests from many associate members, who last year had to pay for 10-day use of space. This year the exhibits will open Sunday or Monday and close Wednesday.

Formal opening of the convention is slated Monday noon. Some talk has been heard of scheduling a well-known entertainer such as Bob Hope or Groucho Marx for the opening lunch. Present discussion about banquet plans includes a proposal that a leading orchestra play during the dining period, with the entertainment program including two outstanding soloists.

The board approved a plan to hire a director of exhibits. In the past this work was done by a staff director, Arthur C. Stringer, but he no longer is with the association.

Another idea still in the formative stage would bring one of the Voice of Democracy winners to the convention.

The Convention Committee was authorized to draw up policy on exhibit space and registration fees, and to make preliminary arrangements for convention sites in 1952-53-54-55. Advance planning is needed, it was pointed out, because NAB's convention requires vast exhibit space as well as extensive room and auditorium facilities.

### More TV Time

The 1951 convention may close Thursday noon, judging by present discussion. Television is tentatively slated for Wednesday afternoon and Thursday morning. The half-day assigned TV in past years will not be enough from now on, the planners feel.

Bid for the 1952 convention was submitted to the board by Sam Fowlkes, chairman of the convention committee of the New Orleans Chamber of Commerce. He was introduced by Harold Wheelahan, WSMB New Orleans, NAB District 6 director.

New York, Philadelphia and other cities are bidding for future NAB conventions. Atlantic City is in with a bid, but it comes from Chalfonte-Haddon Hall instead of the municipality. The 1947 convention at Atlantic City's convention hall still rankles in the memory of many broadcasters.

Members of the board's convention besides Chairman Thomas are Mr. Wheelahan, Paul W. Morency of WTIC Hartford, and James D. Shouse, WLW Cincinnati. Mr. Morency was added to the committee last week.

# STATION RELATIONS

## NAB Expands Unit

ENCOURAGING results from NAB'S first field campaign to bring in new members led the board last week to expand its new Station Relations Dept., as recommended by its membership committee at a Monday-Tuesday meeting (see main board story this page.)

Immediate appointment of an assistant to Jack Hardesty, director of the Station Relations Dept., was ordered by the board Wednesday after hearing reports by the committee, General Manager William B. Ryan and Mr. Hardesty. Committee chairman is Clyde W. Rembert, KRLD Dallas, District 13 director.

The board approved 60 new active members and two associates, bringing membership to 1,454. Since last June 33 stations have resigned, 21 have defaulted and eight have been deleted. The June membership total was 1,451 but it was explained that additions of members are double the resignations.

Weak point in the membership structure is the television segment, with only 42 TV members all of which enjoy $10-a-month dues because they are adjuncts of AM members. With NAB reorganizing to give TV members a bigger place in the association, the 65 TV stations not now members will be attracted to membership, NAB officials believe.

On the other hand NAB is encouraged because a number of strong stations have joined or returned to membership. Among additions are WAGA Atlanta, KABC San Antonio, WAVE-AM-TV Louisville, WKY Oklahoma City and WINS New York.

One of the first jobs in the NAB reorganization will be revision of the dues schedule so TV stations pay their way for video services as well as general NAB overhead. Some changes in the present aural dues structure will be considered but they are of a minor nature, it was indicated.

### Dues Scheduled

The board cleared up confusion on the classification of stations by income in the dues schedule by specifying use of the figure inserted by members on Line 17 Schedule 6 of FCC form 324.

TV stations without AM or FM adjuncts holding NAB membership will pay $125 a month dues, under the present scale.

In reviewing the membership situation the board decided not to permit non-members to attend future NAB district meetings. This device was used as a membership-getting strategy during the last three years but many members have objected to the idea of letting non-paying stations get a free ride at the meetings.

A proposal by the membership group that resignations from NAB require 90-day notice was referred to the By-Laws Committee.

The board rejected a proposal to give NAB management discretion in handling hardship cases involving delinquency in dues payment, it was indicated.

Among membership activities are the "One Call Club," by which individual members call on non-members and report back to their district directors, and a series of mail campaigns.

The board approved a plan to draft a presentation showing just what each member gets for his dues. This action followed the successful district meeting presentations showing NAB's operations via slide film prepared by the Public Affairs Dept.

### New Stations

Stations received into membership last week follow:

Active Members — WAGA Atlanta KABC San Antonio; KAGH Crossett Ark.; KAPA Raymond, Wash.; KBMN Bozeman, Mont.; KBMW Breckinridge Minn.; KBOE Oskaloosa, Iowa; KCJB Minot, N. D.; KDZA Pueblo, Col. KFMJ Tulsa; KID Idaho Falls; KING-TV Seattle; KIUP Durango Col; KMMO Marshall, Mo.; KMUR Murray, Utah KNED McAlester Okla.; KPIX (TV) San Francisco; KSVC Richfield, Utah KVIM New Iberia, La.; KVMA Magnolia, Ark.; KWPC, KWPC-FM Muscatine, Iowa; KXLE Ellensburg, Wash. WAVE, WAVE-TV Louisville; WRXW (FM) Louisville; WBNS-TV Columbus Ohio; WCDT Winchester, Tenn.; WCF Clifton Forge, Va.; WDLB, WDLB-FM Marshfield, Wis.; WIAM Williamston N. C.; WJEH Gallipolis, Ohio; WJVA South Bend, Ind.; WLOI LaPorte, Ind. WMSC Columbia, S. C.; WNAC-TV Boston; WOAK (FM) Chicago; WOR-TV New York; WSAL Logansport Ind.; WSIC, WSIC-FM Statesville, N. C.; WSM-TV Nashville; WSSV Petersburg, Va.; WTIK Durham, N. C. KVRH Salida, Col.; WNDB, WNDB-FM Daytona Beach, Fla; WMLT Dublin Ga.; WDWD Dawson, Ga.; WBHF Cartersville, Ga.; WMUR, WMUR-FM Manchester, N. H.; WCOS Columbia, S. C. WKY Oklahoma City; WINS New York WHMP Northampton, Mass.; WGBA WGBA-FM Columbus, Ga.; WDY Cumberland, Md.

Associate Members — Oliver Gramling, Associated Press, news service New York; O'Connor Survey Co., (research organization), Knoxville, Ten

* * *

# October Box Score

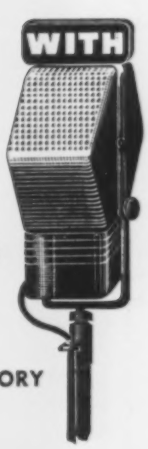
STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

| | AM | FM | TV |
|---|---|---|---|
| **Total authorized** | 2,336 | 711 | 109 |
| **Total on the air** | 2,208 | 673 | 107 |
| **Licensed (All on air)** | 2,170 | 512 | 52 |
| **Construction permits** | 128 | 198 | 55 |
| **Conditional grants** | | 1* | |
| **Total applications pending** | 890 | 204 | 419 |
| **Requests for new stations** | 276 | 6 | 362 |
| **Requests to change existing facilities** | 255 | 16 | 24 |
| **Deletion of licensed stations in October** | | | |
| **Deletion of construction permits** | 1 CP | 3 CP | |
| **Deletion of conditional grants** | | | |

*** On the air**

* * *

XUM



**You get a lot for a little***

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

XUM

## NAB Federation

*(Continued from page 21)*

the media conception in NAB's structure.

The board referred to its Membership Committee a TV Committee recommendation that producers of TV films and other suppliers and manufacturers of TV services and equipment be admitted to associate membership.

The NAB TV Dept., of which Charles A. Batson is director, will absorb the video functions of BAB next April. Mr. Batson is a former assistant director of BAB.

Last week's board meeting touched BAB only lightly. Until a president is named, BAB plans will be delayed. As now planned, the BAB president is expected to spark the drive to build BAB into a million-dollar promotion machine comparable to similar advertising units in newspaper and magazine circles.

With TV removed from its duties starting in April, BAB will serve purely an AM-FM function though it is possible BAB and the NAB TV Dept. will cooperate in noncompetitive activities where economies can be effected.

All 17 NAB district meetings endorsed the board's plan for separation of BAB from the association and expansion of its activities.

The board approved a $20,000 loan to BAB Inc., successor to BAB, for organizational expenditures.

### Accepts Recommendations

In approving a $345,000 budget for the Oct. 1-March 31 half-year the board accepted recommendations of General Manager Ryan and the Finance Committee, headed by John F. Meagher, KYSM Mankato, Minn. The fiscal-year budget submitted to the board last June totaled $706,000 after Mr. Ryan had sharply clipped headquarters expenditures and tightened up the whole Washington operation. The new budget provides funds for practically every function specified in June, and permits the expansion of the Station Relations Dept. ordered by the board.

Expansion also is planned in the case of NAB government relations activities, directed by Ralph W. Hardy. The board wants this activity broadened and strengthened, with closer contacts maintained through the state association structure. The board was told Mr. Ryan may register as a lobbyist.

The board held an informal dinner meeting Wednesday in honor of FCC Chairman Coy. Such problems as color television, NARBA, defense, military use of spectrum space and operator requirements were discussed frankly.

At suggestion of Chairman Coy, NAB will conduct a thorough inquiry into the manpower situation. The board heeded the view of many members that FCC Rule 91 C, requiring a first-class operator to be on duty at all times, entails hardship. This is especially true in the case of smaller stations. Rule 91 C was suspended during World War II and later reinstated.

### Lottery Problem Studied

Participation of NAB in proposed litigation challenging the Wisconsin lottery law was voted by the board. NAB General Counsel Don Petty is cooperating with Wisconsin broadcasters in a preliminary study of the lottery problem because a recent ruling by the state attorney general has stations in a quandary. Plan of action will be considered at a Dec. 10 meeting in Wisconsin, with Mr. Petty joining broadcasters in the discussion.

Plans of Broadcast Audience Measurement Inc., successor to BMB, were reviewed by the NAB directors. They approved allotment of not over $5,000 for organizational expenses and re-expressed confidence in its development as an industry research organization. BAM founders and directors were to meet Sunday and today at BAM headquarters in New York. They were to hear a report from Dr. Kenneth H. Baker, NAB research director, who is chairman of a special industry committee conducting a preliminary inquiry into the idea of evaluating all forms of audience research and coverage measurement.

The board approved the idea of an annual dinner in honor of high Washington officials, to be held during the November board meetings.

In submitting the television resolution Mr. Swezey, chairman of NAB's TV committee, said: "Television has grown so rapidly in the few years of its commercial existence that it now merits special attention within the association. The problems of television, those of us in the field have learned, are related to those in radio but not precisely like them.

### Sound Economic Basis

"There is purpose now, as television stations move into the profit columns, in establishing a sound economic basis for their continued membership in NAB and the definition of a procedure which will give television members necessary independence and flexibility of action."

Mr. Thomas, who has been active in TBA, endorsed Mr. Swezey's proposal.

Judge Miller and Mr. Ryan interpreted the action as a mandate to step up NAB's services to television members.

In addition the board accepted these recommendations of the NAB TV Committee, which met Aug. 31-Sept. 1 in Washington [BROADCASTING, Sept. 4]: Careful consideration by the NAB president and board of television's relation to national defense, with proper steps to be taken "to impress upon those in authority the importance of television as a medium of intelligence and information . . ."; selection from the sports field of an outstanding personality to serve voluntarily as an advisor and consultant to the industry on television sports broadcasts; continuance of the sales promotion activity of the TV Dept.

**SMILING in the face of defeat, Gov. Chester Bowles of Connecticut concedes the gubernatorial election to Republican John Davis Lodge, as Program Director Wallace Dunlap picks up the statement for WLIZ Bridgeport listeners. Using all available personnel, WLIZ reports it covered all major candidates on Nov. 7 election night.**

### Swezey Resolution

Recommendation of the TV Committee that producers of TV films and other suppliers of services and equipment be admitted to associate membership was referred to the board's Membership Committee.

Text of the Swezey resolution, as adopted by the board, follows:

The NAB board approves the establishment of a separate TV board of directors to be elected by NAB-TV members, to operate within the framework of NAB, but to have complete autonomous authority to determine its own dues structure and to formulate its own policies with respect to all questions relating to television, such policies to be administered by the NAB staff, subject to the cooperation and unified action of such separate TV board with the NAB board in all matters of mutual interest or joint concern, and to an equitable allocation of TV dues income to the overhead operation of NAB, and

That the NAB board recommends an early convention of its TV members to determine an appropriate program of operations, classification of membership, dues structure and other relevant matters, and

That a committee of three TV members be appointed by the president to call the aforesaid meeting of the TV members at its earliest convenience, and to report the recommendations of such convention to the NAB board in order that the NAB board may take immediate action to give effect to the proposed division of AM and TV board activities, and

That the NAB board will recommend to the membership appropriate amendments to the by-laws to facilitate the accomplishment of the foregoing purposes.

Similarly the board accep most of the recommendations its FM Committee, which met A 7 [BROADCASTING, Aug. 14]. B Strouse, WWDC-FM Washingt chairman, presented the comm tee's report along with Frank Fletcher, WARL-FM Arlingt Va. They are the two board me bers for FM.

### Resolutions Adopted

The resolutions adopted by t board recommended:

That Radio-Television Mfrs. Ass be requested through NAB manag ment to furnish a total breakdown sets by monthly periods and, if prac cal, by states and that any RTM release of production figures, wheth they be all-industry estimates or of cial RTMA set production figures i clude a breakdown of the number of types of sets and all combinatio thereof;

That the NAB Legal Dept. be r quested to investigate the problem interconnecting radio and telepho circuits for FM networks to determi whether inequities and injustices exi and to advise all stations affected as appropriate legal recourse at both th state and national level;

That the FM Committee, concurri with the AM Committee in recognizi the inevitable need for increased fe eral taxes and expressing willingne as an industry to bear proper shar of such increases, recommends to th board that every effort be made make certain that any inequities discriminatory treatment which ma result to any group or segment of th industry are eliminated in any change made in the present federal ta structure;

That the board of directors urge association management and the board of Broadcast Audience Measureme to study requirements of the FM i dustry for adequate audience r search.

### 'Statements' Authorized

Two other FM Committee r solutions, covering NAB's servic to FM members and a plan to pro mote FM by use of slogans, were not adopted by the board. Instea the board authorized release of th FM Committee resolutions a "statements by the committee":

The FM Committee believes that th progress and economic status of FM has been materially helped by the co operation and interest of the NAB management and others concerned, and through the direct activities of the FM Dept., but that we do feel that the FM Dept. can enlarge its scope an effectiveness by an increased budge and we do commend to non-members their participation in NAB member ship and encourage the assistance of present members in such an approach to secure new FM memberships in the NAB. (Edward Sellers is FM Dept. director of NAB.)

The FM Committee urges that al AM and TV operators who operate FM stations, as well as individual FM station operators, utilize all the medi under their control and immediatel join in a campaign to promote FM by broadcasting and advertising slo gans urging the buying public to mak certain that any set purchase—TV a well as radio—is equipped to receiv FM.

All board members attended the meeting but John H. DeWitt Jr. WSM Nashville.

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## 12th Year for 'Bee'

C. E. (Bee) ARNEY Jr. was re-elected NAB secretary-treasurer during the board's meeting last week. Mr. Arney is entering his 12th year in the NAB headquarters post. The secretary-treasurer serves a dual role at NAB, reporting directly to the board on some functions and to the president and general manager on others.

# Only on NBC Radio!

# The BIG Show

***Variety:*** "... NBC can take a bow for perpetuating big-time radio. They don't come any bigger than this one and it rates Nielsen's best."

***John Crosby:*** "It was in practically every respect a perfectly wonderful show—witty, tuneful, surprisingly sophisticated and brilliantly put together . . . one of the fastest and pleasantest ninety minutes in my memory;" *New York Herald Tribune*

***Harriet Van Horne:*** "The Big Show was so good I wish radio had thought of it years ago." *New York World Telegram and Sun*

***Ben Gross:*** "NBC aired radio's defiant challenge to TV in the form of a gargantuan divertissement . . . emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it": *New York Daily News*

***Jack Gould:*** "... the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him." *New York Times*

***NBC** is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour ...*

***... or you can participate in the biggest and newest idea in advertising***

*Tallulah Bankhead and a few of the rotating guest stars that appear on "THE BIG SHOW" each Sunday on NBC at 6:00 pm (EST.)*

# The biggest and newest idea in advertising is

## ON-THE-AIR

VARIETY

MUSIC

DRAMA

With the premiere of "The Big Show" on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

***TANDEM*** is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

***TANDEM*** consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

***TANDEM*** advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

***TANDEM*** is the only advertising plan ever to be especially designed to reach *everybody*. Each show has a different appeal.

***VARIETY . . . The Big Show . . . Sundays***
***MUSIC . . . NBC Symphony . . . Mondays***
***DRAMA . . . Screen Directors' Playhouse . . . Thursdays***
***COMEDY . . . Duffy's Tavern . . . Fridays***
***MYSTERY . . . The Man Called X . . . Saturdays***

***TANDEM*** is surprisingly low cost. It is estimated that *Tandem's* five shows will reach 23,000,000 homes each week and deliver 1000 *listeners* — net audience — for 59¢. *Tandem* is available to a few more advertisers. For details call CIrcle 7-8300, Extension 8436 or your nearest NBC representative.

**NBC**

***America's No. 1 Advertising Medium***

***A service of Radio Corporation of America***

COMEDY

MYSTERY

KDAL
SALES RESULTS
FORECAST
BMB FIGURES

Says Arthur H. Lund
Radio Director of
Campbell-Mithun, Inc.
Advertising—

KDAL is a standout on our media list, with your 45% nighttime, 51% daytime increases in BMB families and the Duluth-Superior Market radio tune-in, higher than national average. The BMB didn't surprise us. We knew by the ever-widening area of influence of our Zinsmaster Bread Co. 10 P.M. News with Bill Kreuger.

When we introduced . . . "Brown 'n Serve" rolls, we used just an announcement on this program, saying that they would be available the following day in all stores. Almost every grocer contacted in the Duluth-Superior area and on the Iron Range said he had heard the announcement.

I congratulate KDAL on an effective selling job.

*More for Your Money . . . on*
KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610
CBS

## Baseball's Gate

*(Continued from page 19)*

league circles there are rumors that a radio row will break into the open at the Dec. 4-14 meetings of club owners at St. Petersburg, Fla. Some minor league club owners are understood to be planning legal action against the majors unless a satisfactory agreement is reached, either via private litigation or appeal to the Dept. of Justice.

Spokesmen for the major leagues describe the broadcasts as an extremely serious problem. They claim property right in play-by-play versions of their games under the old KQV Pittsburgh and other court decisions, and charge for broadcast rights. MBS, Liberty and other networks that feed games outside major league areas pay the home clubs for these rights.

But the big leagues concede they need the minor league structure if baseball is to survive. They contend the minor leagues have no legal rights but at the same time are concerned because many minor league clubs, being marginal operations, are threatened with extinction and the whole existence of organized baseball is involved.

### RTMA's Stand

In a foreward to Mr. Jordan's report, RTMA said it does not necessarily endorse his findings but publishes the study "because we believe that the work is the most thorough and most constructive approach towards the solving of this problem that has been made to date."

The first Jordan study attracted widespread interest, according to RTMA. Mr. Jordan is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

"No one factor alone determines the size of attendance at sports events," Mr. Jordan said in his new survey, adding that about 15 influences play important roles in contributing to the gate.

In 1950, he said, five major factors were involved in a cut of about 10,810,700 in paid admissions in organized baseball. Majors were off 13% and minors 19%, he said.

He cited the factors as follows:

Weather was responsible for about one-third of the loss in the majors, and probably as much in the minors.

Teams with improved performance had a relatively better season regardless of the other factors. However, in the majors improved performance on the average shifted to the smaller drawing clubs which contributed to an overall attendance decrease.

Leveling out from the extraordinarily high post-war peaks was a definite factor in the general decline which lowered attendance in 55 of the 60 leagues operating at the start of the season.

Novelty-happy, new TV owners hurt temporarily but this loss declined as the season progressed. In eight leagues which drew more than 1 million paid admissions in 1949, 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televised clubs.

Too many major league sportscasts, both radio and TV, were partially responsible for the greater loss in the minors than in the majors.

In many ways, said Mr. Jordan, 1950 was a good baseball year aided by spectacular pennant races. Attendance was fourth highest in history but sharply down from postwar peaks of 1947, 1948 and 1949. Extreme opinions either for or against TV are not justified by fact, he contended.

Unfavorable weather was an important factor, with Philadelphia having 88 days of rain out of 166 in the season or 44% more rainy days than in 1949 and 46% more than in 1948. The majors' actual playing dates were cut by 36, a loss of 3%. Loss to weather alone could be estimated at 3% or about a fourth of the total 13% decrease in total admissions, Mr. Jordan said. He cited other ways in which baseball was hurt by the weather and suggested more rained-out games be made up during the good attendance months of June, July and August.

Mr. Jordan's 1950 analysis confirmed the conclusion in the long-range study that, regardless of TV, the teams that improved their performance had a much better attendance record than those which did not.

The current study shows that nine major league clubs that televised games and improved or held their standing played to a small increase in average attendance during the season. The seven clubs with lowered performance, including Pittsburgh, which did not televise, and the St. Louis Cardinals which televised only 11 games, a sharp drop in attendance.

Figures from several cities in cate the size of the home TV au ence for games declined right alo with attendance in parks, wh performance was lower. Ho viewing went up along with a tendance in parks when perfor ance was better. Mr. Jordan sa indications are that "the same fa tors of interest that draw peop to the ball park also draw them t their TV sets. Many persons tu in another program when the tea isn't drawing well. There does n appear to be any special adver effect of TV on a losing team."

### Leveling Out

Mr. Jordan places emphasis o the general leveling out that mark the entertainment world, a tren that started in 1948 when people began spending less money on admissions. Sports resisted the tren surprisingly well but now the leveling off is showing its effect an baseball, being a business, is subject to economic laws. Mr. Jordan suggests this has been a contributing factor in baseball's 1950 attendance loss.

Reminding that 50 out of every 100 new enterprises started each year end as failures in the first two years, Mr. Jordan said 5 baseball clubs have started since 1947 yet "great consternation is voiced if 10 or 15 of them fold this year. Any other industry with

COMING!
5000
WATTS
ON KLX
910 ON YOUR DIAL

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

**AT MICHIGAN** Assn. of Broadcasters sessions fortnight ago (l to r): Seated, Mrs. Les Lindow, WFDF Flint; Mrs. Leonard Versluis, WLAV Grand Rapids; Mrs. Howard Finch, WJIM Lansing; Mrs. Willis Dunbar, WKZO Kalamazoo; Mrs. Ed Baughn, WPAG Ann Arbor; Mrs. Jim Riddell, WXYZ Detroit. Standing, J. S. Stolzoff, Cramer-Krasselt, Milwaukee; Mr. Finch; Mr. Versluis; Mr. Lindow; Mr. Dunbar; Mr. Baughn; Don DeGroot, WWJ Detroit; Mr. Riddell.

**INFORMAL** lobby group at MAB sessions (l to r): Seated, Alice Anderson, WTTH Port Huron; Mrs. Bill Schroeder, WOOD Grand Rapids; Mrs. F. Granger Weil, WTTH; Mrs. J. E. Fetzer, Fetzer Bcstg. Co.; Mrs. W. A. Pomeroy, WILS Lansing. Standing, Mr. Schroeder; Mr. Fetzer; Mr. Weils; Mr. Pomeroy.

## Tells Radio Story

ADDED feature of the Michigan Assn. of Broadcasters meeting was the presentation of a special show with all talent and production work donated by WJR Detroit. Program, fed to a network of Michigan stations, carried the theme of radio as America's greatest mass communications medium. To make the show a 100% contribution, WJR withheld all credits to itself, even using unlettered mikes.

such a fine record would be out painting the town red."

Mr. Jordan said attendance losses and red-ink operation in 1950 "were not confined to any one area or to any one set of conditions. They were fairly general. Out of 60 leagues in operation, 55 of them showed losses in attendance. Only eight of these leagues had any television at all. With such a pattern before us, it is hard to reach any conclusion other than that a leveling out process from the postwar peak is in operation in baseball."

The Korean war may have accentuated the retrenchment this season, and the defense program and higher taxes may prolong it, he said.

Some 2 million new TV owners in major league cities hurt attendance to some extent, according to Mr. Jordan, but the attendance loss per playing date became less as the season progressed. Had TV been the major factor in attendance decline losses would have increased, not decreased, as the season progressed, according to Mr. Jordan, because new sets were being bought at the rate of over 600,000 a month. Actually, "attendance picked up relatively as the season progressed, and so did TV ownership," he said.

### Compares Losses

Combined televised clubs had a smaller percentage loss than combined non-televised clubs in every league, Mr. Jordan found. He noted that Eastern League, with no televised teams, was off more than any other large league.

Philadelphia Phillies and Baltimore Orioles made the biggest percentage gains in 1950, he found. Both were televised "and playing in the first two major markets in the world ever to have the size of the TV audience surpass the size of the radio audience. The reason, of course, is performance. It so happened that the televised teams had a better performance record on the whole than the non-televised teams. Still, with the televised teams drawing better in every single league, without exception, it seems rather obvious that TV is not 'destroying the game.'"

Of 436 minor clubs, only about 40 had any possible contact with TV at all (major or minor), Mr. Jordan said, adding that TV and performance are not as important in the overall minor picture as in the majors. Every team was affected by weather and economic conditions as general factors, he said. Since minor attendance was off more than major, TV cannot be held primarily responsible for the major league decline, he concluded.

Mr. Jordan called over-emphasis of the "major league frame of mind" the biggest danger to baseball from sportscasting, both radio and TV. All studies show that major league telecasts hurt attendance at minors located nearby, he said, but called it a geographical problem about which little can be done.

However, when TV cables carry games to other cities the problem begins to multiply, he said. Closing of many minors during the war and syndication of sports columns are factors influencing the major league frame of mind, he declared. Now some minor league towns are saturated with big league broadcasts, and telecasts are another step in the same direction.

"It seems as if this would be an opportune moment for organized baseball to sit back and analyze this trend," Mr. Jordan commented. "It may well be that the best solution is not to outlaw one medium and let the others run rampant, but rather to try to restrict, whenever possible, several of these contributing forces."

### Cites Effects

As to TV, Mr. Jordan declared it does four things to baseball: Keeps some people out of the ball part (a temporary phenomenon); brings more revenue to clubs in rights fees; serves as publicity medium and arouses interest and creates new fans; creates goodwill because the public wants and appreciates telecasts.

Whether TV is good or bad for baseball depends on the balance achieved among these factors, according to Mr. Jordan. He said:

> New fans and goodwill are bonus quantities. Every game carried over the air is publicity for the ball club. But it is advertising for which the sponsor foots the bill. This consideration, while small in the early days of TV, grows in magnitude every day.
>
> Just as the TV audience is replacing the radio audience in many large cities, so television is replacing radio as a publicity medium for sports. Radio has done a great job boosting baseball in the past, but part of its publicity value is now gone. Banning TV will not regain this lost publicity, but it will eliminate the only possible way of replacing it.
>
> The dollar bill that enters the club owner's wallet from rights fees is just as good as the dollar bill that enters through the turnstile. If TV is banned, the rights fees, obviously, will cease. Every dollar that is thus given up must be replaced by an additional one coming in the gate, or else it is not a smart business venture. If TV were banned in all major league parks, attendance would have to jump by 2 or 3 million to make up the difference. I doubt very seriously whether banning television would increase attendance by 3 million next year. It didn't even stop the loss in professional football, basketball and hockey—all of which had poorer records in 1949 than the widely televised sports of baseball and college football.

Mr. Jordan doubts if big spectacles played only before cameras would draw a profitable TV audience. Good sporting events attract millions of viewers — and good crowds, as well—he finds, citing the fact there were 350,000 requests for seats in Philadelphia alone for the World Series and the advance sellout of the Notre Dame games.

Mr. Jordan believes TV in most cases is paying its way as a new source of revenue to make sports stronger and more secure financially. He does not believe TV will either cause or underwrite a crowdless ball park.

Televising a few selected games is not good policy, according to Mr. Jordan, because it makes each telecast a "special event" and draws fans to sets; will not build new fans since interest is developed gradually; TV's novelty effect will wear off more rapidly if a large block of games is televised.

Finally, Mr. Jordan suggests, advertisers must cooperate so that TV and sports work out a permanent and profitable relationship. "TV must be used to promote, not compete with, attendance," he warned. "Good business means that TV should promote the crowd at the ball park."

## BASEBALL GATE

### AP Surveys Radio-TV Effect

RADIO and TV draw some of the blame for decline in minor league baseball attendance, according to a survey of major league farm systems conducted by the Associated Press.

AP's survey included the following observations by big league operators:

> Fred Saigh, St. Louis Cardinals—Thought radio and TV responsible for some of decline, particularly at Allentown, Pa., not far from Philadelphia.
>
> Chicago Cubs—Felt TV can create added interest.
>
> Boston Braves and Red Sox—Both felt broadcasts hurt attendance in farm areas but insisted TV was not a factor.
>
> New York Giants—Blamed TV and radio for Jersey City and Trenton deficits.
>
> New York Yankees—Said radio and TV hurt some.
>
> Art Ehlers, Philadelphia Athletics—Said rebroadcasts of big league games hurt minor league attendance "very much."
>
> Billy Evans, Cleveland Indians—Said no question that TV and radio are factor in declining attendance.

Year
A DECADE OF SERVICE
10TH
WORD

On Labor Day **WORD** marked its tenth year of service to the people of the thickly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

WORD
SERVING THE HEART
OF THE PIEDMONT
ABC
WDXY-FM • DUPLICATION
SPARTANBURG
● *See HOLLINGBERY*

## Tax Battle

*(Continued from page 25)*

how many representatives of the broadcasting industry would be permitted to testify in a compressed schedule of witnesses. However, RTMA was slated to present its testimony today (Monday).

RTMA was expected to take the position that the best three years of 1946-49 inclusive as suggested by Secretary Snyder for a base period were discriminatory to radio and TV. The RTMA's tax committee was ready to recommend that tax experts include at least the first six months of 1950 in computing a profits base for the industry, as that year—particularly in television operation—could be considered the nearest approach to "normal."

According to Secretary Snyder, the problem of TV could be handled under the Section 722 relief provision which embraced the radio industry during World War II.

Meanwhile, outside the committee room the chorus of corporation voices protesting the profits levy proposal swelled. The Conference of Growth Companies, chairmaned by Allen B. DuMont, president of Allen B. DuMont Labs, went on record in favor of an "emergency profits tax" (i. e. a flat rate levy on corporate earnings as advanced by the CED). Dr. DuMont is scheduled to appear before the committee.

### Elect Tait

Another group, the Business Committee on Emergency Corporate Taxation, electing Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y., chairman, appeared before the Congressmen, falling into line in support of the across-the-board hike.

Mr. Tait declared that the proposed excess profits levy would stifle investment and contribute to inflation. Assisting Mr. Tait in his presentation case was Leon Henderson, former OPA Administrator and now a consultant.

The 81st Congress mandated the House tax-writing committee to report out an excess profits bill before adjournment. Whether the lame duck legislators will be able to pass such a measure through a non-enthusiastic legislature was seen as doubtful by a number of political leaders.

That the Congress will have little time to act was indicated by President Truman's statement Thursday that he doesn't intend an early call for Congress before the scheduled Nov. 27 return date.

Sen. Robert A. Taft (R-Ohio) predicted that the outgoing Congress would not be able to enact the excess profits legislation asked for by the President and doubted whether any other major piece of legislation would be passed.

While signifying support of an excess profits levy if decided upon by the Senate Finance Committee, Sen. Taft added that he thought the issue should be decided along with other plans for gaining more revenues.

## Excess Profits Tax

*(Continued from page 24)*

provisions in a contemplated excess profits tax is the television broadcasting industry. 1948 was the first year in which the FCC reported operating figures for the industry. During the full year, only 17 stations were in operation, although at the end of the year 50 stations were on the air. The operations for 1948 and 1949 are as follows:

| | 1948<br>4 networks (including 10 owned & operated stations) and 40 other stations | 1949<br>4 networks (including 13 stats.) and 84 other stations |
|---|---|---|
| Revenues | $8,700,000 | $33,800,000 |
| Expenses | 23,600,000 | 58,100,000 |
| Net Loss | 14,900,000 | 24,300,000 |
| Loss per Sta. | 298,000 | 250,515 |

The above figures represent TV operations only. In many ca holders of TV licenses also opera AM stations. Thus they are o setting their AM profits again the TV losses reporting a net figu for tax purposes. In computing base period earnings, their averag will be accordingly reduced by th TV losses.

It would appear that some pr vision should be made to provide measure of relief to these station This could be in the form of extending the two-year push-back rule of the relief provisions under the old law or allowing these station to disregard TV losses in establishing a base period of earnings.

* * *

### New Stations Losing Money in 1946-1949

| | Number of Stations Started | 1946 | Number losing Money in: 1947 | 1948 | 1949 |
|---|---|---|---|---|---|
| 1946 | 112 | 58 | 35 | 52 | 34 |
| 1947 | 439 | | 248 | 155 | 151 |
| 1948 | 360 | | | 235 | 184 |
| 1949 | 241 | | | | 88 |

## World Series Cut

ENTIRE $975,000 that major league baseball obtained from 1950 World Series radio and TV rights was put into baseball's pension fund Thursday. Meeting in Cincinnati, owners of major league clubs took less than three minutes to vote disposition of the money for future payment of pensions and death benefits for players. Players representatives originally had indicated they would seek t cut World Series participants in on the radio-TV money [TELECASTING, Sept. 25] but a fortnight ag Baseball Commissioner A. B. Chandler said there was no longer any disagreement on how the money should be used.

WMBG Richmond, Va., awarded blue ribbon for going over quota in local Community Chest drive.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

DR. FRANK BLACK'S MALE CHORUS

"The Singing Americans"

Ray Porter, associate conductor and arranger

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA
recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

# Follow the lead of these Business Leaders...

*they're all giving Schenley to wish friends the best!*

**Harry G. Griffiths,** President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."

**Col. William Schiff,** President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"

**Arthur Martin Karl,** President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."

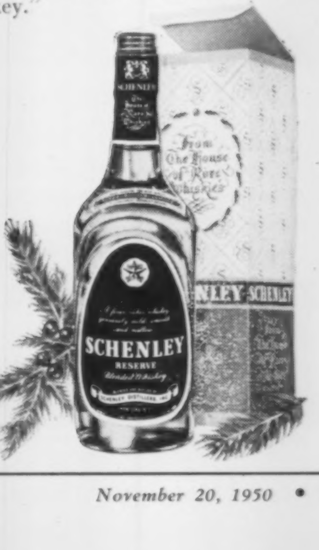
**Herbert Sondheim,** President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."

**Richard E. Booth,** Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"

**Edward Lyman Bill,** President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C.

*The Market*

**ALBUQUERQUE**

**NEW MEXICO**

**Leads in Total Retail Sales Percentage Gains**

over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

*The Station*

**KVER**

**Mutual - - Albuquerque**

*delivers more listeners per advertising dollar*

CHECK SRDS FOR RATES

| HOOPER RADIO AUDIENCE INDEX<br>City Zone, Albuquerque, N. M., Spring 1950 | | | | |
|---|---|---|---|---|
| TIME | SHARE OF RADIO AUDIENCE | | | |
| | KVER | Station "B" | Station "C" | Station "D" |
| SUNDAY thru SATURDAY 8:00 PM - 10:00 PM | 32.1 | 30.7 | 22.6 | 10.2 |
| SUNDAY 1:00 PM - 6:00 PM | 30.6 | 30.6 | 21.3 | 16.7 |
| MONDAY thru FRIDAY 10:00 AM - 12:00 Noon | 30.9 | 34.0 | 23.9 | 7.4 |
| MONDAY thru FRIDAY 12:00 Noon - 3:00 PM | 23.0 | 50.0 | 14.8 | 11.5 |
| MONDAY thru FRIDAY 3:00 PM - 6:00 PM | 30.6 | 36.6 | 21.6 | 9.7 |

**M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.**

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

*Represented by*

**FORJOE & CO.**

NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

# DEFENSE

## Fritchey Succeeds Roberts, Oldfield to Europe

APPOINTMENT of Clayton Fritchey, New Orleans newspaperman, as public information director for the Dept. of Defense, succeeding Osgood Roberts, acting information chief, was announced last Tuesday by Defense Secretary George C. Marshall.

Col. Oldfield

It also was revealed that Lt. Col. Barney Oldfield, public relations directorate office, U. S. Air Force, will be transferred to European headquarters, USAF, sometime in mid-January. He is expected to assume the post of public relations officer. Col. Oldfield's orders were issued last week.

Mr. Fritchey, a newspaperman for over 25 years, has served since 1944 as editor for the *New Orleans Item*, which is affiliated with WDSU Broadcasting Services, licensee of WDSU-AM-FM-TV New Orleans. His appointment signifies that the department's top information post will remain in civilian hands. Mr. Roberts will remain as deputy assistant to the new information director.

Mr. Fritchey, who drew a Pulitzer Prize honorable mention for service in 1937, currently is a director of the National Foreign Policy Assn. and president of the New Orleans Foreign Policy Assn. He began his executive newspaper career as managing editor of the *Baltimore Post* in 1931. In 1934 he served with the *Cleveland Press*. Before 1930 he was with the *Post* as assistant city editor and with the *Pittsburgh Press*. He is a native of Bellefontaine, Ohio.

### Former Assignment

Mr. Roberts has been acting information director of the Defense Dept. since last February, when he succeeded William Frye, who began a European tour of service. Previously Mr. Roberts was public relations director for the Mayflower Hotel in Washington.

Aside from retaining control of the Defense Dept.'s news flow in civilian hands, the appointment of Mr. Fritchey also pointed up the department's present consideration of overall central policy with respect to information needs. Since unification went into effect in March 1949, the department gradually has decentralized its top-level operation, laying greater emphasis on functions of individual branches.

Secretary Marshall's office has been giving added consideration to realignment of the military information structure, which already has resulted in stepped-up tempo of operations on the subordinate military levels. One of the results has been the increased radio-TV activity in each branch, particularly the U. S. Army [BROADCASTING, Oct. 9].

Col. Oldfield's present duties will consist of interviewing and checking potential inductees and reservists, including radio, newspaper and photographic personnel, upon which he can draw before his European assignment.

Until recently Col. Oldfield has been maneuvering public relations personnel of the Air Force in the Far East, from which he returned in October after three months' duty. He is a former radio, film and newspaper personality, joining the Army as a regular in 1947 and transferring to the Air Force in 1948. During World War II he served in public relations for headquarters commanded by Gen. Omar Bradley and Field Marshall Montgomery.

## WVMI Biloxi Moves

WVMI Biloxi, Miss., last week announced completion of its move to new studios and offices in the local Broadwater Beach Hotel. Station, which affiliates with Progressive Broadcasting System Nov. 26, also revealed that high fidelity transmission equipment and Magnecorder tape recorders had been installed in the new studios.

## Roses From WLS

TWO MILLIONTH visitor to the WLS Chicago *National Barn Dance* was welcomed on the show a fortnight ago and given 26 roses, representing the number of years the show has been on the air. WLS is believed to be the first station which charged admission to a radio program. The *National Barn Dance*, which originates at Chicago's Eighth Street Theatre, has been charging admission since 1932.

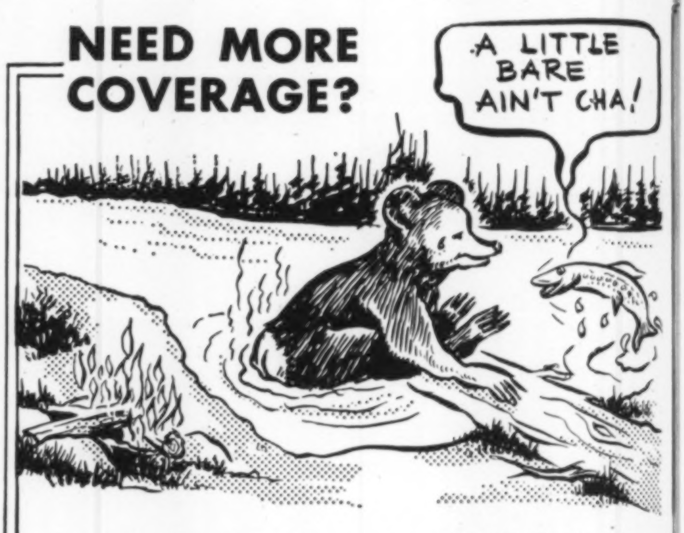
## NBC SIGNS FORD

### For 'Operation Tandem'

FORD MOTOR Co. has signed as the third sponsor of "Operation Tandem," new NBC multi-participation for the same advertisers over five nights a week sponsorship. Ford's sponsorship will begin Thanksgiving Day, Nov. 23, on the first half of *Screen Director's Playhouse*, 10-11 p.m. and includes *Duffy's Tavern*, Friday, 9:30-1 p.m.; *The Man Called X*, Saturday, 8:30-9 p.m.; 6:30-7 p.m. segment of *The Big Show*, Sunday, and the first half of NBC Symphony, Monday, 10 p.m.

Whitehall Pharmacal Co. and RCA Victor Division of RCA announced their participation in "Operation Tandem" three weeks ago. J. Walter Thompson Co. is the agency for Ford Motor Co.

**NEED MORE COVERAGE?**

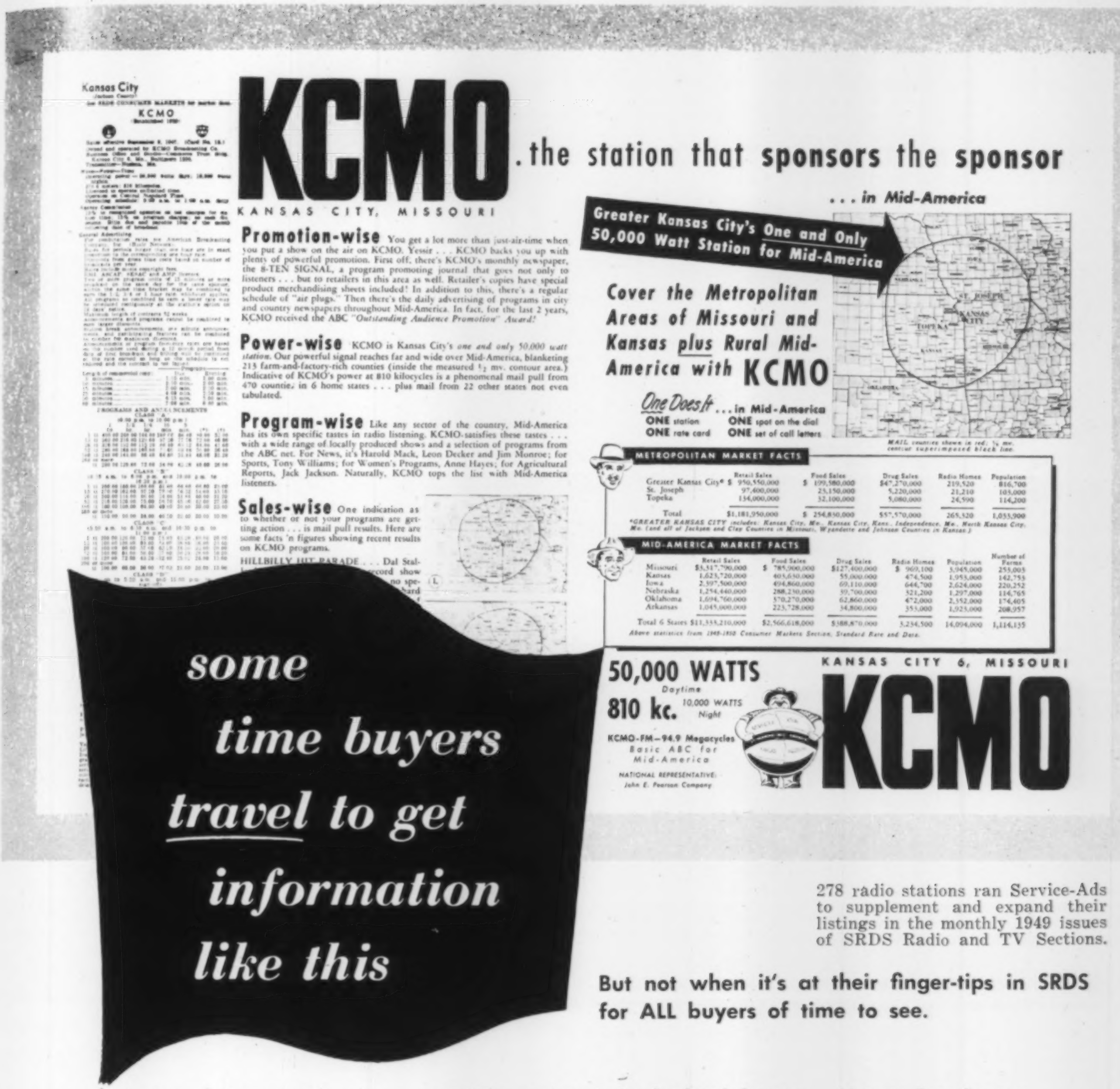

A LITTLE BARE AIN'T CHA!

Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

**KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.**

**KFYR**

**550 KC 5000 WATTS**
**NBC AFFILIATE**
**BISMARCK, N. DAK.**


some
time buyers
travel to get
information
like this

Kansas City

KCMO

**KCMO** . the station that sponsors the sponsor

. . . in Mid-America

KANSAS CITY, MISSOURI

**Promotion-wise** You get a lot more than just-air-time when you put a show on the air on KCMO. Yessir . . . KCMO backs you up with plenty of powerful promotion. First off, there's KCMO's monthly newspaper, the 8-TEN SIGNAL, a program promoting journal that goes not only to listeners . . . but to retailers in this area as well. Retailer's copies have special product merchandising sheets included! In addition to this, there's a regular schedule of "air plugs." Then there's the daily advertising of programs in city and country newspapers throughout Mid-America. In fact, for the last 2 years, KCMO received the ABC *"Outstanding Audience Promotion" Award!*

**Power-wise** KCMO is Kansas City's *one and only 50,000 watt station.* Our powerful signal reaches far and wide over Mid-America, blanketing 213 farm-and-factory-rich counties (inside the measured ½ mv. contour area.) Indicative of KCMO's power at 810 kilocycles is a phenomenal mail pull from 470 counties in 6 home states . . . plus mail from 22 other states not even tabulated.

**Program-wise** Like any sector of the country, Mid-America has its own specific tastes in radio listening. KCMO satisfies these tastes . . . with a wide range of locally produced shows and a selection of programs from the ABC net. For News, it's Harold Mack, Leon Decker and Jim Monroe; for Sports, Tony Williams; for Women's Programs, Anne Hayes; for Agricultural Reports, Jack Jackson. Naturally, KCMO tops the list with Mid-America listeners.

**Sales-wise** One indication as to whether or not your programs are getting action . . . is mail pull results. Here are some facts 'n figures showing recent results on KCMO programs.

HILLBILLY HIT PARADE . . . Dal Stal- … record show … no spe- … hard

**Greater Kansas City's One and Only 50,000 Watt Station for Mid-America**

**Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO**

*One Does It* . . . in Mid-America
**ONE** station **ONE** spot on the dial
**ONE** rate card **ONE** set of call letters

*MAIL counties shown in red; ½ mv. contour superimposed black line.*

**METROPOLITAN MARKET FACTS**

| | Retail Sales | Food Sales | Drug Sales | Radio Homes | Population |
|---|---|---|---|---|---|
| Greater Kansas City* | $ 950,550,000 | $ 199,580,000 | $47,270,000 | 219,520 | 816,700 |
| St. Joseph | 97,400,000 | 23,150,000 | 5,220,000 | 21,210 | 103,000 |
| Topeka | 134,000,000 | 32,100,000 | 5,080,000 | 24,590 | 114,200 |
| Total | $1,181,950,000 | $ 254,830,000 | $57,570,000 | 265,320 | 1,033,900 |

*GREATER KANSAS CITY includes: Kansas City, Mo., Kansas City, Kans., Independence, Mo., North Kansas City, Mo. (and all of Jackson and Clay Counties in Missouri, Wyandotte and Johnson Counties in Kansas.)*

**MID-AMERICA MARKET FACTS**

| | Retail Sales | Food Sales | Drug Sales | Radio Homes | Population | Number of Farms |
|---|---|---|---|---|---|---|
| Missouri | $5,317,790,000 | $ 785,900,000 | $127,400,000 | $ 969,100 | 3,945,000 | 255,003 |
| Kansas | 1,623,720,000 | 403,630,000 | 55,000,000 | 474,500 | 1,953,000 | 142,755 |
| Iowa | 2,397,500,000 | 494,860,000 | 69,110,000 | 644,700 | 2,624,000 | 220,252 |
| Nebraska | 1,254,440,000 | 288,230,000 | 39,700,000 | 321,200 | 1,297,000 | 114,765 |
| Oklahoma | 1,694,760,000 | 370,270,000 | 62,860,000 | 472,000 | 2,352,000 | 174,405 |
| Arkansas | 1,045,000,000 | 223,728,000 | 34,800,000 | 353,000 | 1,923,000 | 208,957 |
| Total 6 States | $11,333,210,000 | $2,566,618,000 | $388,870,000 | 3,234,500 | 14,094,000 | 1,114,135 |

*Above statistics from 1949-1950 Consumer Markets Section, Standard Rate and Data.*

**50,000 WATTS**
Daytime
**810 kc.** 10,000 WATTS
Night

KCMO-FM—94.9 Megacycles
Basic ABC for
Mid-America

NATIONAL REPRESENTATIVE:
John E. Pearson Company

KANSAS CITY 6, MISSOURI
**KCMO**

278 radio stations ran Service-Ads to supplement and expand their listings in the monthly 1949 issues of SRDS Radio and TV Sections.

**But not when it's at their finger-tips in SRDS for ALL buyers of time to see.**

An important agency time buyer says, "The markets to be developed for any account by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. *Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us.*"

There's no substitute for such first-hand field surveys, but they take time, cost money, and only a few buyers of time find it possible to work that way.

So it's a boon to buyers when stations like Kansas City's KCMO make the information they need available in SRDS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations, check the station Service-Ads as well as the station listings in the Radio Section of SRDS and the market listings in SRDS CONSUMER MARKETS. They may save you much further searching for information you want.

Note to Broadcasters: In the SPOT RADIO PROMOTION HANDBOOK buyers of time describe what they want to know about stations. Copies at $1.00.

SRDS
STANDARD RATE & DATA SERVICE
The National Authority
RADIO SECTION

# STANDARD RATE & DATA SERVICE

***The National Authority • Serving the Media-Buying Function***

**Walter E. Botthof, *Publisher***

**NEW YORK • 333 North Michigan Avenue, Chicago 1, Illinois • LOS ANGELES**

A BIG PLUS FROM

WIBG

SPONSOR PROMOTION!

CAR CARDS

LISTEN TO... "WEATHERGUARD" NEWS DAILY WIBG DIAL 990

**Car Cards** . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

LISTEN TO... WIBG DIAL 990 "DESOTO THEATER OF THE AIR" ADVENTURE • MYSTERY • SUSPENSE • DRAMA MONDAY thru FRIDAY 8:00 P.M.

**Billboards** . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

YOUR RADIO PROMOTION PLAN PREPARED BY WIBG

**Direct Mail** . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

*ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!*

WIBG AM FM

DIAL 990

*10,000 WATTS*

*PHILADELPHIA'S MOST POWERFUL INDEPENDENT*

REPRESENTED BY

ADAM J. YOUNG

INC

**EVIDENTLY** the grapplers believe this is open season on sports announcers. Several weeks ago, Jim Gibbons of WMAL-TV Washington was routed from the ringside by a wrestler reported to have been incensed by Mr. Gibbons' remarks. New England's sequel has Arthur Flynn, sportscaster of WLAW Lawrence, Mass., being heinously assaulted by Wrestler Angeleo Cistoldi (the obviously infuriated gentleman in trunks) who either didn't like Mr. Flynn's looks or broadcast. Mr. Flynn, one-time world amateur welterweight titlist, New England professional middleweight champion, and professional wrestler, escaped unharmed after valiant police and handlers finally succeeded in pulling Wrestler Cistoldi away.

## On All Accounts

*(Continued from page 12)*

Baltimore for its client Brock Candy Co. Later it produced spots for Brock and for H. W. Lay & Co. (potato chips) on WSB-TV Atlanta. In 1949 it produced the *Baptist Radio Hour*, half-hour Sunday afternoon program on 120 ABC stations, plus 57 spot stations. Other clients using radio spots and/or programs include National Nu-Grape Co., and the agency is presently testing a half-hour kid quiz show for Brock on WSM-TV Nashville.

As for choosing the Atlanta location, Pete says it wasn't too difficult to see even 11 years ago that Atlanta would become the center of the fast-developing advertising industry in the south. When asked how the advertising business there compares with New York, he notes "one main difference is that the half-million-dollar-or-over accounts in our section are few and far between. Our average account is in the $50,000 class, usually with sectional distribution and sales rather than national. Of course, if with our help it can gradually go national, that's swell—and it sometimes happens."

### Born in West Virginia

Carroll Kalbaugh Liller was born May 11, 1903—or 1904—in Keyser, W. Va. His mother's family Bible shows the date as 1903; the county courthouse records show 1904. In his teens, Pete says, he used the 1903 date, "but as I grow older I'm inclined to accept 1904."

Pete worked toward an AB at the University of Pittsburgh, transferring to the U. of Pennsylvania in his senior year. He quit a few months short of a degree to get married and go to work. He has one son, Bill, by his first wife, now deceased. Bill graduated from Harvard last year and is now working on his PhD in astronomy at the U. of Michigan. The present Mrs. Liller—formerly Ruth King—is an Atlanta girl, "so it looks like I'm here to stay," says Pete.

## W. D. LOUGHLIN

### Pioneer Experimenter Dies

WILLIAM D. LOUGHLIN, 57, one of the early experimenters in radio, and board chairman of Boonton Radio Corp., Boonton, N. J., died in the Community Medical Group there Nov. 12, following an illness of several months.

While a student at St. Joseph's College, Philadelphia, where he received an A.B. degree in 1912, Mr. Loughlin designed, built and operated a 5 kw wireless station. His work led to the government granting the college one of the first "experimental licenses," authorizing wireless telegraphy research and development under the call letters 3XJ.

Following work with the U. S. Naval Laboratory in Philadelphia, Mr. Loughlin joined Radio Frequency Laboratories at Boonton in 1923 as a radio engineer concerned with the research and development in RF circuit and tube design for radio receivers. He became vice president and director in 1928 and president in 1931. After the sale in 1934 of numerous RFL patents to RCA, he formed Boonton Radio Corp. to develop, design, and manufacture precision measuring instruments, such as the Q-meter.

He is survived by his widow, Mrs. Agnes Quinn Loughlin; a daughter, Helen L.; a son, Robert W., and a sister, Mrs. Florence Stanton of Philadelphia.

## TAB SPEAKERS

### Agenda Set for Dec. Me

NOTED station, agency a government officials will addre the state convention of the Tennessee Assn. of Broadcasters meeting at the Andrew Jackson Hot in Nashville Dec. 6, according an agenda released by TAB la week [BROADCASTING, Nov. 13].

J. H. E. Davis, vice president Foote, Cone & Belding, will highlight an afternoon business session with a discussion of "The Outlook for Radio in the Coming Year." Hugh Higgins, acting director Broadcast Advertising Bureau, wi show a slide film, "How to Pick Winner," at the same meeting. M Higgins also will address TAB a merchandising and promotio session that morning.

Other topics set, with F. C Sowell, WLAC Nashville, presiding at sessions, include small market panel (members—T. B. Baker WKDA Nashville; Cliff Goodman WETB Johnson City; Frank S Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; and R. M. McKay, WKRM Columbia); "A Newcomer's Analysis of Radio," with Paul Mountcastle, owner WROL Knoxville, as speaker; "Trials and Tribulations of First Weeks of Viedo Operation," with John H. DeWitt, president, WSM-AM-TV Nashville. Messrs. Mountcastle and DeWitt will address the luncheon party.

Following sessions dealing with resolutions and election of officers and directors for 1951, the association will adjourn for cocktails and dinner. Featured speakers at the TAB dinner will be Hoyt B. Wooten WREC Memphis, discussing "The Voice of America vs. the Voice of Russia," and Charter Heslep, radio-TV director, Atomic Energy Commission, on "Radio's Responsibility in the National Defense."

## WSMI ON AIR

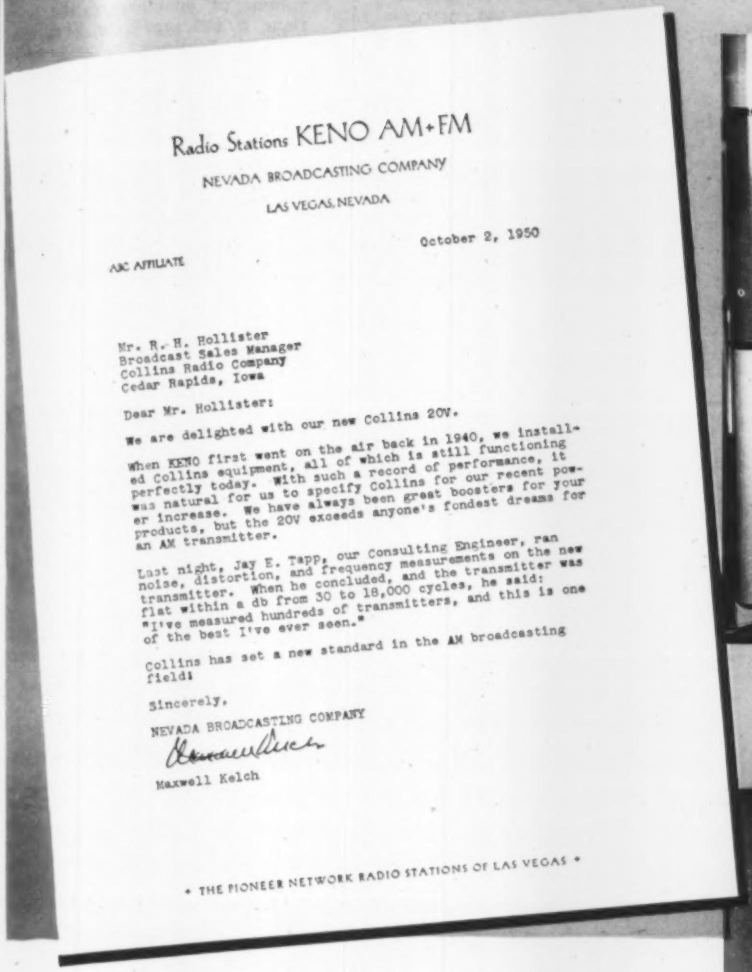
### Is Mid-Illinois' Newest

WSMI Litchfield, Ill., owned by Mid-Illinois Broadcasting Co. and operating on 1540 kc with 1 kw daytime, is downstate Illinois' newest station. Debut on Nov. 1 was marked by ceremonies attended by civic and business leaders. Events were held at main studios serving Litchfield-Hillsboro and at Carlinville studios on the Blackburn College campus.

Devoting a share of its programming to rural listeners, WSMI also is providing daily news from Carlinville as well as programs originating from the college. Key executives include Hayward L. Ta ley, president; Thomas F. Payt Jr., executive vice president and director of engineering, and Owe Lackey Jr., Carlinville studio manager.

PROGRESSIVE Broadcasting System due to start network operations Nov. 26, announces it has signed contracts with INS and UP for 24-hour schedule of news.

# Vital ingredient of success



Radio Stations KENO AM+FM

NEVADA BROADCASTING COMPANY

LAS VEGAS, NEVADA

October 2, 1950

ABC AFFILIATE

Mr. R. H. Hollister
Broadcast Sales Manager
Collins Radio Company
Cedar Rapids, Iowa

Dear Mr. Hollister:

We are delighted with our new Collins 20V.

When KENO first went on the air back in 1940, we installed Collins equipment, all of which is still functioning perfectly today. With such a record of performance, it was natural for us to specify Collins for our recent power increase. We have always been great boosters for your products, but the 20V exceeds anyone's fondest dreams for an AM transmitter.

Last night, Jay E. Tapp, our Consulting Engineer, ran noise, distortion, and frequency measurements on the new transmitter. When he concluded, and the transmitter was flat within a db from 30 to 18,000 cycles, he said: "I've measured hundreds of transmitters, and this is one of the best I've ever seen."

Collins has set a new standard in the AM broadcasting field!

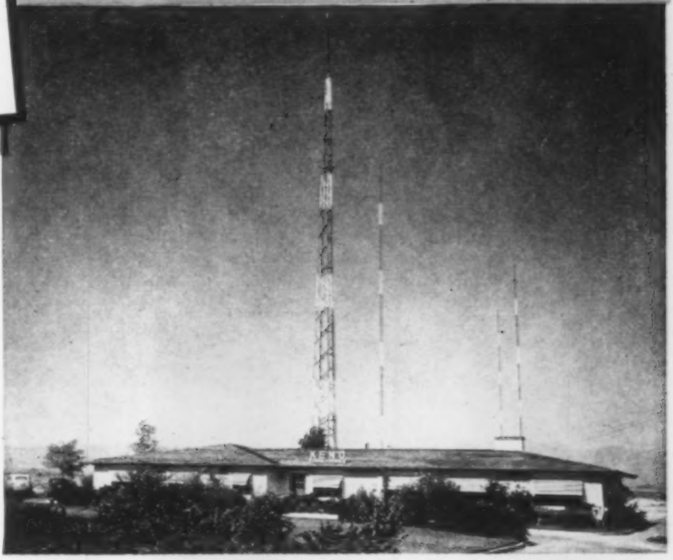
Sincerely,

NEVADA BROADCASTING COMPANY

Maxwell Kelch

• THE PIONEER NETWORK RADIO STATIONS OF LAS VEGAS •

**Maxwell Kelch, owner and General Manager of the Nevada Broadcasting Company, at the controls of the new Collins 20V one-kilowatt AM transmitter. At his left, J. E. Tapp, head of T & T Radio Measurements Company and KENO's Consulting Engineer. Back of Mr. Tapp is the phasing equipment in matching cabinet.**



**Home of KENO, Las Vegas, Nevada**

Owners of Collins equipped stations on the way up *usually* re-order Collins when they receive a grant to increase power.

They have had day by day experience with this soundly engineered equipment, and over the years have come to recognize its absolute reliability as an important ingredient of success.

Call your nearest Collins representative whenever you need anything for AM or FM broadcasting. He's a good man to keep in touch with.

**FOR BROADCAST QUALITY, IT'S . . .**

COLLINS

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

| | | | | |
|---|---|---|---|---|
| **11 W. 42nd St.<br>NEW YORK 18** | **2700 W. Olive Ave.<br>BURBANK** | **1330 N. Industrial Blvd.<br>DALLAS 2** | **Dogwood Road, Fountain City<br>KNOXVILLE** | **417 Rosalyn Ave.<br>DAYTONA BEACH** |

# CED TAX PROPOSALS

## *Opposes Excess Levy*

A TEMPORARY 15% defense profits tax on all corporations, plus individual income tax increases and subsequent boost in excise levies, would be "less inequitable" and serve to raise as much revenue as proposed excess profits taxes, the Research and Policy Committee of the Committee for Economic Development asserted last Wednesday.

The committee, which has opposed excess profits legislation, issued its statement as the House Ways and Means Committee opened hearings on the controversial issue (see separate story this issue). The policy statement was titled, "Paying for Defense."

The committee, stressing the need for a "pay-as-you-go" program during the period of adjustment in the tax structure, outlined its own plan to permit increases in production while raising additional revenue and checking inflation.

Corporate and individual tax boosts urged by the committee would go into effect Jan. 1, 1951, while excise tax revision would take effect later in the year to meet higher military expenditures expected in the last half of 1951.

### Committee Recommendation

The committee recommended prompt action to (1) revise the corporate profits tax so that it consists of a basic rate of 38% (18% on profits under $25,000) plus a defense profits levy at a flat rate on all corporate profits, and (2) levy an additional "defense" tax on individual income payments (at a flat percentage rate on net income in excess of exemption and the present tax).

The essential difference between the defense and excess profits tax proposals, the committee noted, is that the former "imposes an additional tax on **all** profits, while the second imposes a necessarily higher tax on a part of profits."

The committee's suggested 15% defense profits rate was based on expected $62 billion expenditures (military and non-military) and corporate profits of $40 billion during 1951. The group feels this would yield about $3 billion more than the present profits tax and leave profits after taxes of $19 billion—"almost exactly the average profits after the tax of 1947-49."

The committee also felt that defense profits legislation would be much easier to administer since it "does not involve interminable argument about the 'normality' of some historical base period." Additionally, it added, the tax would serve as "less of a handicap to new and growing business."

The radio-TV industry has evidenced mounting concern over this latter issue, involving a suggested base period which may prove to work a hardship on it unless some relief provision is included.

The extremely high marginal rate of an excess profits tax "is in direct conflict with the nation's need for maximum efficiency in production at all times, and especially now," the committee declared. "The fact that excess profits legislation was an incentive to extravagant expenditure for travel and advertising was a national joke and a national scandal during the last war."

Five members of the Research and Policy Committee, composed of 34 businessmen and headed by Meyer Kestnbaum, Hart, Schaffner & Marx, dissented from the group's corporate tax recommendations while opposing excess profits taxes.

They felt a corporate profits tax is much less anti-inflationary than other kinds of taxation "because it reduces savings, retards production and encourages waste and higher costs." Additional revenue can be raised "in ways less damaging to the nation, including higher excise taxes," they added.

To combat inflation, the full committee also proposed a six-step program: (1) clear location of responsibility within government for formulating a balanced program; (2) realistic policies with respect to non-military expenditures of government in view of expanding military requirements; (3) a workable plan for achieving more economy in military expenditures; (4) a program to promote savings; (5) a policy to limit expansion of money supply and bank credit; (6) a tax policy appropriate to the needs of a defense economy.

Members of the committee include Gardner Cowles, president of the Cowles stations (KRNT Des Moines, Iowa; WCOP Boston; WNAX Yankton, S. D); Philip L. Graham, president and publisher, *Washington Post* (WTOP-AM-TV-FM Washington); Philip D. Reed, chairman of the board of General Electric Co.

## GOVERNOR PYLE

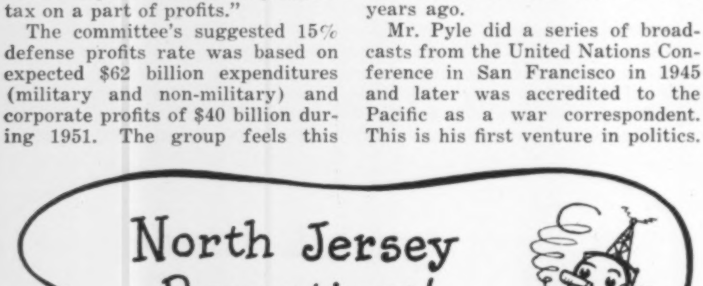
### Polls 99,203 Votes

HOWARD PYLE, vice president and program director of KTAR Phoenix, elected Arizona's first Republican governor since 1930, takes office Jan. 1. He polled 99,203 votes in the Nov. 7 election, winning by 3,123 over his Democrat opponent, Mrs. Ana Frohmiller, state auditor for more than 20 years. Mr. Pyle is 44 years old, married and the father of two daughters.

Mr. Pyle

Although he is taking leave of absence from KTAR for two years, Mr. Pyle will continue to be associated with production and presentation of the annual Grand Canyon Easter Sunrise Service released over that station, NBC and to Armed Forces Radio Service. He co-founded the broadcast 17 years ago.

Mr. Pyle did a series of broadcasts from the United Nations Conference in San Francisco in 1945 and later was accredited to the Pacific as a war correspondent. This is his first venture in politics.



News every hour on the hour. Only one newscast now available across the board.

For further information call Devney & Company, Murray Hill 7-5365.

WMTR NOW 1000 WATTS STUDIO: MORRISTOWN, N. J.

## RCA STOCK AGENTS

### Name Midwest Firms

RCA HAS appointed the First National Bank of Chicago as co-transfer agent, and the City National Bank and Trust as co-registrar for the common and first preferred stocks, effective March 1, 1951, in order to accommodate RCA's midwestern stockholders.

The Corporation Trust Co., acting as transfer agency, and the Chase National Bank, New York, and the New York Trust Co., registrars for the preferred and common stocks, respectively, continue to serve RCA in New York.

WJR Detroit awarded bronze, "Oscar of Industry," trophy for having best annual report in broadcasting industry. Award was made by independent board of judges for *Financial World* magazine.

# FC&B NAMES

### Whitney, Delano to New Po

IN A MOVE to meet the increas volume of business of the Foo Cone & Belding New York offi Elwood Whitney, vice preside and art director, has been elect executive vice president, and Fra Delano, vice president, has be appointed executive assistant Mr. Belding, Don Belding, pre dent of the agency, announced la week.

Mr. Whitney will join with Wi liam E. Berchtold, executive vi president since 1946, in the ac count management responsibili of the New York office.

M. P. Franceschi continues a vice president and general manager of the New York office in addition to his duties as president o Foote, Cone & Belding International.

Mr. Whitney

Mr. Delano

Mr. Franceschi

Mr. Berchtold

## LIBEL ACTION

### Filed Against 'Red Channels'

LIBEL action against *Red Channels* publishers, American Business Consultants Inc., which also publishes the weekly newsletter *Counterattack*, was filed in the New York Supreme Court Nov. 14 by Arthur Garfield Hayes as attorney for Pert Kelton, radio-TV actress, and Ralph Bell, radio actor, who are both listed in *Red Channels*.

The complaint alleges that Miss Kelton and Mr. Bell were falsely represented as being "dupes" and "fellow travelers."

## Standard Rate's Titles

STARTING in January, Standard Rate & Data Service will issue its publications under new covers, each with a title designed to identify it instantly with the media listings it contains. In the broadcasting field the new titles will be *Radio Advertising Rates & Data* and *Television Advertising Rates & Data*. Issuance dates will remain the same: Radio and television the first of each month.

## HER SPECIALTY
### WBNS Airs 'Lady on Spot'

WBNS Columbus' Mrs. Leonard Stern, better known as Eliza Roberts, has been a "lady on a spot" for the past seven years and hasn't minded it a bit. In fact, it has proved a profitable financial circumstance for both her and the station.

Mrs. Stern

Since June 15, 1943, Mrs. Stern has been at WBNS studios each day at 7:30 a.m. to broadcast a one-minute spot announcement for the Roberts shoe store. Accustomed to the usual procedure of transcribed announcements, many radio listeners are surprised to learn that the store's spot is, indeed, quite "live." Her familiar voice is heard every morning between Irwin Johnson's *Early Worm* program and Chet Long's newscast. She returns home at 7:45.

When Mrs. Stern first undertook her venture, she aired announcements at noon and 10:15 p.m. on two other Columbus stations, supplementing the WBNS routine, a pattern she followed for three years. The seven-year radio veteran has never been late or missed the "spot." An announcer reads her copy while she vacations. Mrs. Stern originally was hired by Store Owner Herbert Roberts and given the radio name of "Eliza Roberts" after she had suggested a woman might present his commercials more effectively. She is married to a Columbus attorney.

## Closes Atlanta Office

EDWARD PETRY & Co. Inc. closed its Atlanta office effective Nov. 10, reassigning the eastern part and western part of the southeast territory to its New York and St. Louis offices, respectively. An executive of the firm said the reason for closing is that a high percentage of accounts serviced by the Atlanta office were as close or closer to the New York office. Charles Grisham, who headed the Atlanta office of the firm, has not announced his future plans.

## New KGER Building

OPEN HOUSE dedicating a new two-story building, containing studios and office space for KGER Long Beach, Calif., on Nov. 4 [BROADCASTING, Nov. 6], featured a three-hour broadcast. Erected at a cost of about $50,000, the building has a 3,800-sq.-ft. area. Included are two major studios, newsroom, control room, general office and several smaller offices. The 5 kw station is owned by John Brown Schools of California Inc., Long Beach. Dr. John E. Brown is president and Galen O. Gilbert, general manager.

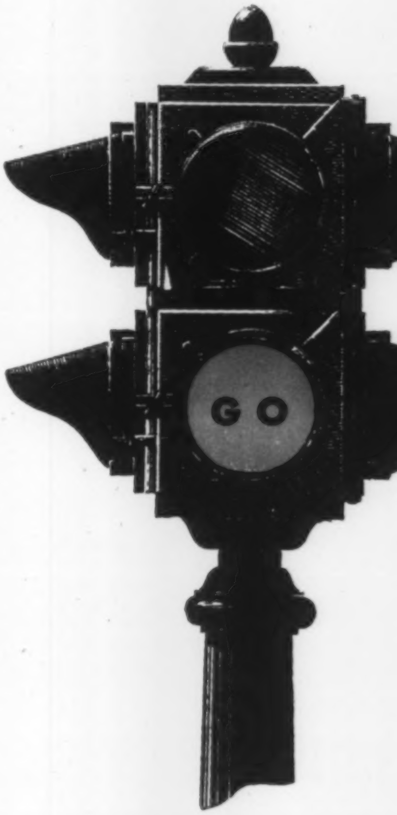
**PREPARING to mail folders to 62,000 telephone subscribers in Nashville are these WLAC announcers. Setting off the fall promotion campaign are (l to r): Seated, Audrey Clevenger and Mary Manning; standing, Gene Nobles, Paul Oliphant, John Richbourg, Bob Larimer, Herman Grizzard, Bill Johnson, Tim Sanders, Charlie Roberts and Wilson McCartney. The two-color folder contains photos of 23 CBS stars and WLAC's complete program log.**

## MAIL DRIVE
### Holiday Reminders Being Used

POST OFFICE department is cooperating in a four-program "mail early" campaign over Mutual's *Washington Report*, 2:45-3 p.m. Sunday.

First of the series was heard Nov. 5 on the subject "American Ships Carry The Mail" and was presented in cooperation with the National Federation of American Shipping, which paid for the time. Program was on overseas mailing.

Second program, Nov. 19 takes subject "American Railroads Carry the Mail" and is sponsored by the Assn. of American Railroads. It will be carried by WNYC New York as well as MBS. Third is on "Airlines Carry the Mail" and is sponsored by privately owned airlines. All three programs were scripted by Larry Farmer. The fourth program will cover the operation of the Post Office Department during the Christmas mailing rush.



*You'll be green with envy*

if you miss the advertising deadline for the 1951 YEARBOOK now in preparation. Regular rates apply. For preferred positions call any BROADCASTING • TELECASTING office.

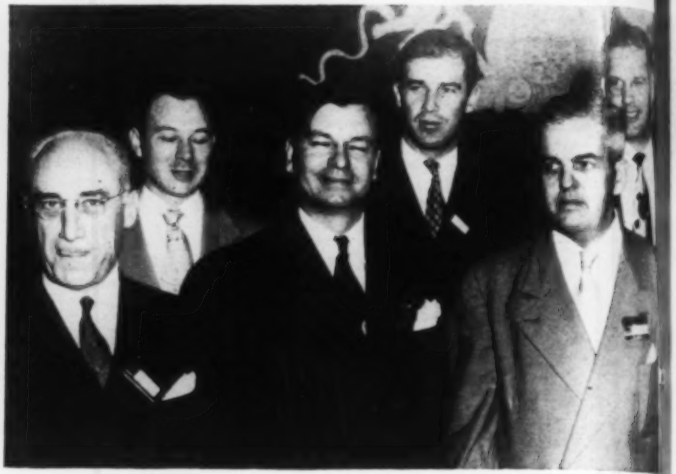
WASHINGTON
870 National Press Bldg.
MEtropolitan 1022
Maury Long,
Business Manager

NEW YORK
488 Madison Ave.
PLaza 5-8354
S. J. Paul,
Advertising Director

CHICAGO
360 N. Michigan Ave.
CEntral 6-4115
William L. Thompson,
Manager

HOLLYWOOD
Taft Building
HEmpstead 8181
David Glickman
Manager

**AT NAB DISTRICT 5 meeting (l to r): Front row, Keith Kiggins, Edward Petry & Co.; John Outler, WSB Atlanta; Harold Danforth, WDBO Orlando; Bert Bank, WTBC Tuscaloosa. Back row, James Bailey, WAGA Atlanta; Harry Camp, WQAM Miami; Happy Quarles, WRGA Rome; Maurice B. Mitchell, Associated Program Service.**



**CAUGHT UNAWARES at NAB District 5 meeting were these Sigma N brothers, with Gov. Herman Talmadge of Georgia (l to r): Edgar Kobak, WTWA Thomson, Ga.; Jack Fulwiler, J. Walter Thompson Co.; Gov. Talmadge; Edgar Kobak Jr., WTWA; Allen M. Woodall, WDAK Columbus; W. C. Woodall Jr. WDWD Dawson.**

## NAB District 5 Registration, Atlanta, Ga., Nov. 9-10

[BROADCASTING, Nov. 13]

Green B. Adair, WGST Atlanta; Gaines Allen, MCA, New York; James E. Bailey, WAGA Atlanta; Bert Banks, WTBC Tuscaloosa, Ala.; Marcus Bartlett, WSB-AM-TV Atlanta; Charles A. Batson, NAB, Washington; Fred Bell, The Katz Agency, Atlanta; Jim Biggers Jr., WRBL Columbus, Ga.; J. W. Blackburn, Blackburn-Hamilton Co., Washington; J. Allen Brown, WLOF Orlando, Fla.; Lee S. Bullis, WULA Eufaula, Ala.; Harry Camp, WQAM Miami, Fla.; Sam Carter, World Broadcasting System Inc., Atlanta; L. H. Christian, WRFC Athens, Ga.; Charles C. Coleman, Avery-Knodel Inc., Atlanta; Lem Coley, WRFS Alexander City, Ala.; Henry Curth, WSB-AM-TV Atlanta.

Harold P. Danforth, WDBO Orlando, Fla.; William B. Davies, WBLJ Dalton, Ga.; R. P. Doherty, NAB, Washington; W. Wright Esch, WMFJ Daytona Beach, Fla.; Bill Estes, WSB-AM-TV Atlanta; William B. Farrar, WETA Summerville, Ga.; Mortimer H. Freeman, attorney, Atlanta; W. R. Frier, WBHF Cartersville, Ga.; John Fulton, WGST Atlanta; J. B. Fuqua, WJBF Augusta, Ga.; L. M. George, WGQC Albany, Ga.; Tom Gilchrist, WTMC Ocala, Fla.; Frank Gaither, WSB-AM-TV Atlanta; Olyn L. Gee, WDWD Dawson, Ga.; Bob Gerson, WSB-AM-TV Atlanta; Henry A. Gillespie, RCA Thesaurus, Atlanta; George Gingell, WRBL Columbus, Ga.

Richard N. Hunter, George P. Hollingbery Co., Atlanta; Harry Harkins, The Katz Agency, Atlanta; G. P. Hamann and Eloise Smith Hanna, WBRC Birmingham, Ala.; John Hart, WBIR, Knoxville; Carl Haverlin, BMI, New York; J. C. Henderson WRLD West Point, Ga.; J. W. Hicks, WCOS Columbia, S. C.; Thad Holt, WAPI Birmingham; W. W. Hunt, WSFA Montgomery, Ala.; Robert L. Irwin, Dow, Lohnes & Albertson, Washington; John W. Jacobs Jr., WDUN Gainesville, Ga.; Ed. Johnson, WRBL Columbus, Ga.; Henry P. Johnston, WSGN Birmingham, Ala.; F. J. Kelly, WTSP St. Petersburg, Fla.; Keith Kiggins, Edward Petry & Co., New York; Pat King, WRBL Columbus, Ga.; Joe E. Kingry, WEAR Pensacola, Fla.; Dorothy Kirby, WSB-AM-TV Atlanta; Wm. T. Knight Jr., WTOC Savanna; Edgar Kobak and Edgar H. Kobak Jr., WTWA Thomson, Ga.

Jay H. Lamb Jr., WRLD West Point, Ga.; Maury Long, BROADCASTING, Washington; Bert Lown, Associated Program Service, New York; Elizabeth McCarthy, WGST Atlanta; James F. Mann, WLAQ Rome, Ga.; H. R. Mason, Associated Press, Montgomery, Ala.; Bill Massie, WDAK Columbus, Ga.; Justin Miller, NAB, Washington; Maurice B. Mitchell Associated Program Service, New York; L. S. Mitchell, WDAE Tampa, Fla.; Louise Morris, WDAK Columbus, Ga.; W. Newton Morris, WMLT Dublin, Ga.; Sam Morton, Associated Press, Jacksonville, Fla.; Lee Mowry Jr., WLAQ Rome, Ga.; Edwin Mullinax, WLAG LaGrange, Ga.; Gregg Murphy, The Katz Agency, Atlanta; David Nelson, ASCAP, Atlanta; John M. Outler Jr., WSB-AM-TV Atlanta; Bernice M. O'Conner, O'Conner Radio Surveys, Knoxville; Dorsey Owings, BMI, New York; Charles W. Pittman, WBML Macon, Ga.; Rex Rand, RCA, Atlanta; B. W. Randa, WHBS Huntsville, Ala.; Robert K. Richards, NAB, Washington; W. Ray Ringson, WRDW Augusta, Ga.

Paul Sanford, WGST Atlanta; Thomas W. Sewell, WMGY Montgomery, Ala.; Alex Sherwood, Standard Radio, New York; David E. Smiley, WDAE Tampa, Fla.; Hugh M. Smith, WCOV Montgomery, Ala.; Jerry Stone, WNDB Daytona Beach, Fla.; George B. Stover WAGA-TV Atlanta; Bill Stubblefield Capitol Transcriptions, Atlanta; James S. Stowers Jr., WGTA Summerville Ga.; George R. Swearingen Jr., Weed & Co., Atlanta; F. W. (Duck) Sweatman Jr., Headley-Reed Co., Atlanta E. Arthur Tate, WALB Albany, Ga.; Vi Vickery, SESAC, New York.

A. D. Willard, WGAC Augusta, Ga. Allen M. Woodall, WDAK Columbus Ga.; Jim Woodruff Jr., WRBL Columbus, Ga.; W. C. Woodall Jr., WDWD Dawson, Ga.; Walter M. Windsor WGBA Columbus, Ga.; James M. Wade Free & Peters Inc., Atlanta; J. Gordon Young, WRBL Columbus, Ga.; Bill Young, Lang-Worth, New York.

KSWM
JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

MO
KANS
Kansas City
St. Louis
KSWM
Joplin
140
260
OKLA
105
Tulsa
ARK
210
Little Rock

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

**BIRMINGHAM broadcasters at NAB Atlanta meeting (l to r): G. P. Hamann, WBRC; Thad Holt, WAPI; Eloise Smith Hanna, WBRC; Henry P. Johnston, WSGN.**

## WIIG RENAMED

### Heads N. Y. AP Group

GUNNAR WIIG, manager, WHEC Rochester, was elected to his third term as president of New York State Associated Press Broadcasters Assn. at the radio group's third annual meeting in Rochester Nov. 13.

The association also re-elected Jim Healy, WOKO Albany, to vice president and named three directors: Tom Brown, WGVA Geneva; Bernard Buck, WNYC New York, and William Meenam, WGY Schenectady.

Appointees for the 1950-51 continuing study committee included: Kenn Thorpe, WRUN Utica; Richard Crans, WKIP Poughkeepsie; Gordon Ridenour, WELM Elmira; Glenn Williams, WAGE Syracuse and sports, Lowell MacMillan, WHEC Rochester.

Speaker at the broadcasters dinner was Lawrence E. Walsh, counsel to Gov. Thomas E. Dewey.

## SAG Re-elects Reagan

RONALD REAGAN was re-elected president of Screen Actors Guild at its annual membership meeting Nov. 12. Other officers elected were William Holden, first vice president; Dana Andrews, second vice president; Paul Harvey, third vice president; Lee Bowman, recording secretary; George Chandler, treasurer.

ELECTRICAL MANUFACTURING
12th ANNUAL PRODUCT DESIGN AWARDS 1950

# HIGHEST Award FOR

## Precision Magnetic Tape Recorder for HIGH-FIDELITY Professional Use

**The Jury of Award for the 12th Annual Electrical Manufacturing Products Design Competition selected Ampex Model 300 as an outstanding achievement in product development, design and engineering.**

**We at Ampex were more than delighted to find our name in the winning group which included four other manufacturers receiving similar top-flight awards.**

**During the past several months Model 300 has, performance-wise, just about revolutionized magnetic tape recording standards throughout the world of entertainment as well as in scientific research. Write for Model 300 specifications and the address of your nearest Ampex distributor.**

★ *FOR FULL DETAILS OF AWARD read October (1950) Product Design Issue of Electrical Manufacturing Magazine.*

AX-29

**HIGHEST ACHIEVEMENT in INTEGRATED DESIGN!**

# AMPEX

STANDARD OF THE GREAT RADIO SHOWS

**MODEL 300**

# MAGNETIC TAPE RECORDERS

AMPEX ELECTRIC CORPORATION • San Carlos, California

EXCLUSIVELY LANG-WORTH

**SHEP FIELDS**

*Rippling Rhythm in a Tiffany setting — a glorification of dance music.*

EXCLUSIVELY LANG-WORTH

**TITO GUIZAR**

*Colorful interpretations of his native songs from South of the Border.*

EXCLUSIVELY LANG-WORTH

**CONNIE HAINES**

*Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.*

EXCLUSIVELY LANG-WORTH

**CARLOS RAMIREZ**

*Internationally popular baritone — MGM, La Scala, radio, television.*

EXCLUSIVELY LANG-WORT

**FRANKIE CARLE**

*"The Golden Touc deftly applied to pop dan tunes and piano selec*

EXCLUSIVELY LANG-WORTH

**THE 4 KNIGHTS**

*Radio's most versatile Negro group — pops, spirituals, rock-rhythm.*

EXCLUSIVELY LANG-WORTH

**EVALYN TYNER**

*"The First Lady of the Piano." Classics in jazz and jazz classics.*

EXCLUSIVELY LANG-WORTH

**JACK LAWRENCE**

*One of America's leading songwriters in an informal vocal recital.*

EXCLUSIVELY LANG-WORTH

**RAY ANTHONY**

*Dancing America hails new star — full-throated melody and a solid beat.*

EXCLUSIVELY LANG-WORTH

**PATTI PAGE**

*"That Singing Rage, Mis Patti Page" — song stylist in the modern mode.*

EXCLUSIVELY LANG-WORTH

**RED NICHOLS**

*Authentic Dixie interpreted by "Red Nichols and His Five Pennies."*

EXCLUSIVELY LANG-WORTH

**TONY PASTOR**

*Tony, with Rosemary Clooney and a solid band — music that satisfies.*

EXCLUSIVELY LANG-WORTH

**EUGENIE BAIRD**

*Paul Whiteman's protege presented in popular song hits with D'Artega.*

EXCLUSIVELY LANG-WORTH

**THE AIRLANE TRIO**

*Hammond, accordion, guitar — memory tunes, novelties, standard pops.*

EXCLUSIVELY LANG-WORTH

**RUSS CASE**

*Conductor: The Russ Case Orchestra. Pop standards in concert dance.*

EXCLUSIVELY LANG-WORTH

**LENNY HERMAN**

*"The Mightiest Little Band in the Land" — homespuns, novelties, pops.*

EXCLUSIVELY LANG-WORTH

**DICK BROWN**

*Good looks and a way with a song—romantic portraits in melody.*

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

**THE RIDERS OF THE PURPLE SAGE**

*Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.*

EXCLUSIVELY LANG-WORTH

**JACK SHAINDLIN**

*Director, The Silver Strings—March of Time and motion pictures.*

EXCLUSIVELY LANG-WORTH

**HENRY JEROME**

*Sparkling instrumentals and vocals tailored for pleasant listening.*

EXCLUSIVELY LANG-WORTH

**TEDDY POWELL**

*New sound and conception—the current vogue in dancing-listening music.*

EXCLUSIVELY LANG-WORTH

**HENRY BUSSE**

*The Ol' Master of muted horn and shuffle rhythm leads his greatest band.*

EXCLUSIVELY LANG-WORTH

**BLUE BARRON**

*Buoyant, rhythmic presentations of "Music of Yesterday and Today."*

EXCLUSIVELY LANG-WORTH

**CHUCK FOSTER**

*"Music in the Foster Fashion" is synonymous with rhythm that pleases.*

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

**THE EMILE COTE GLEE CLUB**
*Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.*

EXCLUSIVELY LANG-WORTH

**ALLAN JONES**
*International singing star of Broadway, Hollywood and Concert Stage.*

EXCLUSIVELY LANG-WORTH

**D'ARTEGA**
Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH

**VAUGHN MONROE**
*America's No. 1 dance band — starred in pictures, radio, television.*

# IT'S WORTH REPEATING!

*The following announcement appeared in Broadcasting, October 23, 1950: "Lang-Worth's program service of NEW 8" transcriptions is completed... now available at leading broadcasting stations."*

TO THE BROADCASTER: Loaded with exclusive star-studded talent, unique production aids, sure-fire sales "gimmicks" and outstanding program scripts... the NEW Lang-Worth is a vital ally to your Sales Department.

TO THE AGENCY: Top stars in top-rated Network Calibre Programs at Local Station Cost... now available on brand NEW 8" transcriptions. This guarantees brilliant, uniform reproduction in EVERY market.

EXCLUSIVELY LANG-WORTH

**ALAN DALE**
*America's favorite heartthrob among this season's singing stars.*

EXCLUSIVELY LANG-WORTH

**TONI ARDEN**
*From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.*

EXCLUSIVELY LANG-WORTH EXCLUSIVELY LANG-WORTH

**THE GAY BLAZERS**
*Close-harmony "bathos ballads" and Gay Nineties novelties—songs from Yesterday's Hit Parade, sung with tears or boisterous gusto.*

EXCLUSIVELY LANG-WORTH

**JUANITA HALL**
*"Bloody Mary of South Pacific"—dynamic personality projected in song.*

EXCLUSIVELY LANG-WORTH

**JOHNNY THOMPSON**
*Romantic baritone — unusual stylings of pop ballads and standard songs.*

EXCLUSIVELY LANG-WORTH

**ELTON BRITT**
*Top favorite with hillbilly fans—motion pictures, radio, television.*

## LANG-WORTH
### FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
*Network Calibre Programs at Local Station Cost*

EXCLUSIVELY LANG-WORTH

**DEAN HUDSON**
*Down South they say "Dean's music is refresh-in' as a mint julep!"*

EXCLUSIVELY LANG-WORTH

**AL TRACE**
*Toe-tapping rhythm, rib-tickling melody and corn—in one package.*

# editorial

## Freedom Isn't for Sale

TALK ABOUT freedom of the press, and of radio, is like beating a dead horse to death. That's the usual retort of most people in authority, who insist there's no longer any issue on the First Amendment, and that, like spinach and taxes, it's here to stay.

But publishers and broadcasters, having learned harsh lessons, are guided by the maxim of eternal vigilance as the price of liberty. They know, moreover, that during an emergency the anti-advertising, grade-labeling and Government-subsidy crusaders get in their licks. Portents already are visible in proposals to restrict and tax advertising, and to outlaw institutional campaigns as proper expense, under the guise of labeling them as lobbying.

There are almost countless means of striking at these basic freedoms. The oblique approach is usually used.

Thinking members of the fourth estate are mindful of this. Ten days ago at Miami Beach, the annual convention of Sigma Delta Chi, professional journalistic fraternity, was highlighted by a forum on "Is the Press Living Up to Its Responsibility?" John S. Knight, the hard-hitting editor and publisher who moderated the panel, significantly included radio and TV as "the press." He owns WQAM Miami and part of WIND Chicago, operated in conjunction with two of his four newspapers. And he conceded that the broadcast media and news magazines have had a revolutionary influence on newspapers, competing for dollars and audience alike.

It was in the ensuing discussion, participated in by such figures as Fairfax Cone, Foote, Cone & Belding head, and AAAA chairman, and Frank Starzel, the articulate general manager of the Associated Press, that the crux of the never-ending freedom battle evolved.

"Are news media influenced by their advertiser?" Mr. Knight asked.

From Mr. Cone came an unequivocal "no," echoed by other panel members. Advertisers, said the AAAA head, want "responsible" media, since an "irresponsible press (or radio) would allow irresponsible advertising, thus reflecting on good advertising and so rendering it useless."

Mr. Cone mentioned France and Italy as countries having no independent press, largely because there is little or no advertising. He could have added radio as a more pointed example, and he could have mentioned Great Britain and other European nations where Government radio is the rule.

Americans are the best informed people in the world, the panel agreed. That is so because the American media are free—and supported by advertising. It applies the world over—where there's freedom there's competition and enterprise and economic substance.

Austerity-ridden Britain, which continues to lead the way in Western Europe, is only half-free; it's radio is state-controlled and non-commercial. If it goes semi-commercial under a dual system (which is the likely recommendation of a new commission studying the British Broadcasting Corp.) other western nations would follow. Advertising revenue would build good programs. These would move goods and speed Britain's sagging industry.

It would help lead the democratic half-world toward the full recovery from its economic ills.

## Radio-Active Congress

RADIO WINDS of hurricane force are blowing about Capitol Hill. The forecast is for the most radio-active Congress of all time.

The color TV issue, and all that it encompasses, the NARBA snarl, and the emergence on the Congressional scene of legislators who know their radio and TV, make a full-dress investigation next session almost a certainty.

There are a dozen legislators, swept into office in the off-year elections, who are identified with the broadcast media. Others, not radio-connected, are armed for bear.

It's easy to discern that FCC Chairman Wayne Coy will be in the center of the Congressional cross-fire. There are plentiful indications that he's in a finish-fight with the opponents of CBS color now, led by RCA-NBC and backed up by an almost solid phalanx of manufacturers. Mr. Coy, however, is a commando at legislative combat. It's now a better than even bet that he'll seek reappointment when his present term expires June 30. Heretofore it had been generally felt he would reject reappointment and simply fulfill his commitment of three years ago to complete his term.

But wholly aside from the angry color situation, and the Clear Channel fight against the NARBA agreement signed last Wednesday, which would jettison existing protection requirements on some clear channels, there are other reasons for radio activity on the Hill.

The House, for several years quiescent on radio legislation, except for the rantings of a few flannel-mouthed minions, may pick up the investigatory ball. On the scene there will be Frank T. Bow, former commentator of WPAY Portsmouth, Ohio, and a lawyer who served as the last general counsel of the House Select Committee to Investigate the FCC. He had made the FCC regulation of radio a campaign issue. On one occasion he said:

> **I think Congress should spell out what controls, if any, the Commission should have over program content. There should be legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries.**

To which most broadcasters and telecasters must add a lusty *Amen*.

On the other side of the FCC aisle may be William Benton, former ageny executive, erstwhile Assistant Secretary of State, and owner of Muzak, AMP and the *Encyclopaedia Britannica*. He apparently has won out over his Republican opponent, Prescott S. Bush, a CBS director, but a recount is indicated. Either way the wind blows, there'll be a new "radio Senator" from Connecticut.

Among other new radio faces in Congress will be Frazier Reams, owner of WTOL Toledo, who serves a first term as an Independent. Serving a second term will be Rep. H. R. Gross, the Iowa Republican who won his political laurels as a militant news commentator. Others on the House radio roster include the veteran ex-Nebraska commentator, Rep. Karl Stefan; Richard W. Hoffman, owner of WHFC Cicero Ill.; Rep. Alvin E. O'Konski, of WLIN Merrill, Wis., and Rep. Harris Ellsworth, of KRNR Roseburg, Ore.

There will be a couple of new "radio Governors" too. The surprise election was Howard Pyle, vice president and program director of KTAR Phoenix, who won Arizona's gubernatorial election. The venerable former Secretary of State James F. Byrnes, a minority stockholder of WORD Spartanburg, took the Governorship of South Carolina in a cake-walk.

Summing up, it's clear that the administration and organized labor took a shellacking in the off-year elections. Radio, it appears, made a clean sweep. (Moral: If radio can sell politicians to the people, it can, and does, sell anything).

# our respects to:

**JOHN PATT**

**RALPH PATT**

**JAMES PATT**

**ROBERT PATT**

THE No. 1 family in radio consists of four Patts—John, Ralph Jr., James and Robert. No other broadcasting family can boast so many members so highly placed, judging by a fast scanning of radio genealogy.

Laid end to end, the Four Radio Patts have served 91 broadcast years.

Should the Patt claims to electronic eminence be challenged, the family can offer as evidence the two other members of this illustrious brood—Fred and Margaret—whose radio careers are history rather than current fact.

The Patt story is really four stories, four success stories. Each of the quartet has established a solid place in the fast-growing broadcasting industry, and each has moved continuously forward since the oldest Patt (John) first faced a carbon mike 28 years ago.

Reading chronologically, the Four Radio

*(Continued on page 76)*

## *Static and Snow*

### By AWFREY QUINCY

**IT'S a good thing that the Bible mentions only seven deadly sins. If the Good Book had pegged the number at 77, John Crosby would have filled a whole *Life* magazine and might have gotten somewhat monotonous.**

* * *

**In our humble opinion, the Be-Happy-Go-Lucky series is the best cigarette advertising yet to hit the air. It reveals a degree of adulthood in advertising agency thinking comparable to that attained years ago by the broadcasting audience.**

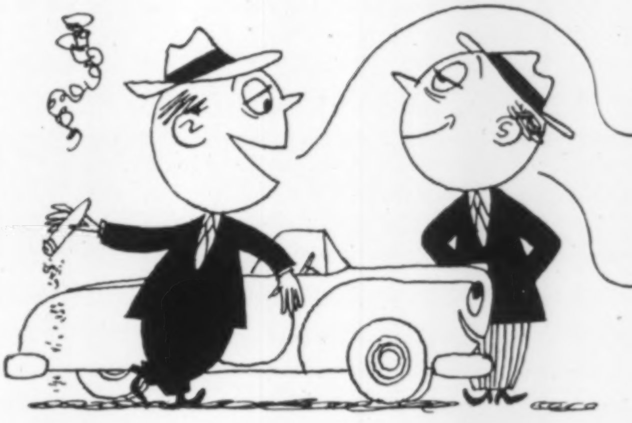
* * *

**Buddy Sugg has a grand idea for a permanent memorial to the memory of the late John J. Gillin. How about a Broadcasting Hall of Fame, leading off with Johnny?**

* * *

**The installment people always say, "Nothing down. A year to pay." How would that phrase go in front of "pay-as-you-look" television. Maybe that's one "pay" too many but maybe even one "pay" is too much.**

XUM

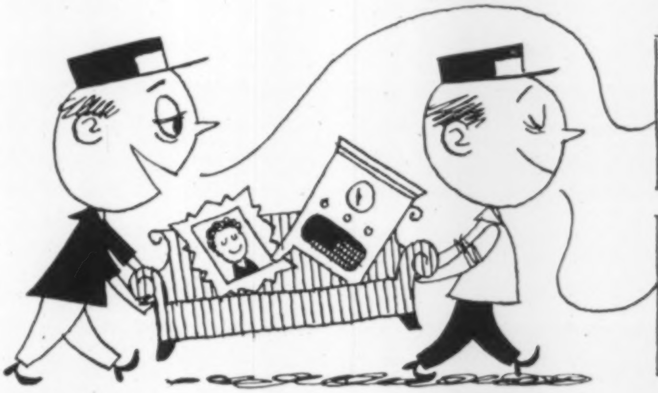


Did you know that automotive sales in Pittsburgh show a 10-year jump of 356%— more than any other major city except Detroit?

Sure! And you're on the right road in Pittsburgh when you're on KDKA.

Did you know that food sales in Pittsburgh have increased 183% since 1939?

Of course! And KDKA programs are steady fare with the *most* people in this market!



Did you know that Pittsburgh now buys 200% more in furniture, household goods, and radios than it did 10 years ago?

Certainly! And the more radios sold in Pittsburgh and in almost 100 surrounding BMB counties, the better your audience on KDKA.

In every classification, retail sales in the Pittsburgh market-area keep going up.. up.. up! And to reach this market, you'll find KDKA the outstanding medium. For details, check KDKA or Free & Peters.

Statistics courtesy
Sales Management

# KDKA

## PITTSBURGH

**50,000 WATTS**

NBC AFFILIATE

**WESTINGHOUSE RADIO STATIONS Inc**

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

# front office

**W**ALLY SEIDLER, manager KVEN Ventura, Calif., to KOCS Ontario, Calif., in same capacity. Was manager KSMA Santa Maria, Calif. · **PETER LOMBARDO**, new to radio, joins KOCS as salesman-announcer.

**CHARLES H. COWLING**, national sales representative KMPC Hollywood, named national sales manager. Prior to joining KMPC in April 1949, Mr. Cowling was sales manager KOWL Santa Monica, Calif.

Mr. Cowling

**TED WHYTE**, New York attorney, to KCSB San Bernardino, Calif., as manager, replacing **DAVE ADAMS**, resigned.

**ALLAN CURNUTT**, general manager KRIB Mason City, Iowa, to KOOK Billings, Mont., in same capacity.

**BOB ROWE**, advertising salesman *Kentville Advertiser*, Kentville, N. S., to CKSF Cornwall, Ont., sales staff.

**JOEL STOVALL**, promotion manager Radio Cincinnati Inc. (WKRC-AM-FM-TV), appointed sales manager.

**ALAN BAUTZER**, continuity director WEEU Reading, Pa., to writing staff Clements Co. Inc., Phila.

**ROBERT MEEKER ASSOC., N. Y.**, appointed exclusive national representative for KMED Medford, Ore.

**KTLA (TV) Los Angeles** announces 25% increase in Rate Card No. 5, for all time segments of over one-minute duration. New rate became effective Nov. 15.

**ROBERT H. SALK**, national radio-TV and newspaper representative for Katz Agency, N. Y., to account executive on sales staff of CBS network sales department.

**JOEL HAMMILL**, supervisor of program submissions NBC, named manager of new contract administration office of NBC radio program department.

**BRUCE ALLOWAY**, sales representative All-Canada Radio Facilities, Toronto, to national sales manager CKXL Calgary. Was with CJCA Edmonton, and CFAC Calgary.

**RICHARD B. HULL**, radio-TV director Iowa State College, appointed to Broadcasters Advisory Council.

**CAPT. E. E. ESHLEMAN Jr.**, formerly with Paul H. Raymer Co., Chicago, appointed radio officer of Third Radio Relay Squadron, which provides point-to-point radio hookups for Ninth Air Force.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

**FRANK J. SHAKESPEARE Jr.** appointed account executive in New York for Radio Sales, CBS. Was account executive WOR-TV New York.

**JACK CARSON**, account executive Lennen & Mitchell, N. Y., named salesman in NBC-TV sales department.

## *Personals . . .*

**I. E. SHOWERMAN**, NBC Chicago vice president and general manager WMAQ-WNBQ (TV), named chairman Volunteer Bond TV committee for Illinois. . . . **EUGENE D. HILL**, general manager WORZ Orlando, Fla., named president Orlando Advertising Club . . . **JAMES T. OWNBY**, manager WJXN Jackson, Miss., made member Jackson Sales Executive Club.

## Strictly Business

*(Continued from page 14)*

ing the commercial rights for Wright Sonovox. The Free & Peters partner had set up a separate corporation for this activity. The following year Mr. Free pressed his new associate into service for F&P.

"I have no desire to return to the manufacturing field," Mr. Cory says. "The tempo of station representation and the fine people in this radio and television business have proved much to my liking. I have found my niche. The past seven years have been the happiest of my working days."

John Cory's wartime "utility service" with F&P, during which he personally contacted most of the leading agencies and advertisers in the midwest, serves him well today in his broader executive duties.

Oldest man in point of service in Free & Peters' Chicago office, Mr. Cory has been affectionately dubbed "Grandpa" by some of his associates. And, although he is still in his 40's, the monicker rings true, for one of his three daughters presented him with a grandchild a year ago last June.

### Attended Wisconsin

His wife, the former Martha Stevens of Kenilworth, Ill., met Mr. Cory while he was at Phillips and she was at Abbott Academy in Andover. The two attended Wisconsin at the same time. Their children are Mrs. Martha "Pat" Tomberlin of Glencoe, Ill.; Sue Cory, a kindergarten teacher in Long Beach, Calif.; and Barbara "Bobbie," who lives at home and attends New Trier High School in Winnetka, on Chicago's North Shore.

The family resides in nearby Glencoe where Mr. Cory belongs to the Skokie Country Club. He also is a trustee of the Chicago Radio Management Club and was one of the charter members of the Chicago Television Council and the Chicago Press Club.

Mr. Cory's chief diversion is collecting antiques. His home is outfitted throughout with early-period furniture, and he is especially proud of an array of some 50 old shaving mugs, each with an "occupational scene" glazed thereon rather than a name. He also treasures a 150-year-old Eli Terry clock, with works made of wood.

Mr. Cory is the envy of his friends after his annual winter vacations, for he always seems to have returned from the Fountain of Youth. Here's his secret: He withdraws from civilization and becomes a beachcomber on Florida's West Coast, walking miles and miles daily in search of seashore relics. His collection of shells is one of the most unusual in the country.

## JACOBS-RADIO

### Break Omaha's Chest Tape

RADIO-TV was in the front ranks when Omaha's new "Man of the Year," Morris E. Jacobs, president, Bozell & Jacobs Advertising, led the city's Community Chest campaign over its quota for the first time in six years.

Mr. Jacobs

Employing all the know-how of an advertising man, which included extensive use of Omaha's radio and television facilities, Mr. Jacobs planned his campaign in the same manner as he had mapped out sales drives in the Omaha market for regular clients. After a fiery three-week effort, Mr. Jacobs was able to report the quota exceeded by 7%.

All Omaha stations cooperated in helping Mr. Jacobs and his co-workers get the Chest's story across to local citizens. Prior to the drive's opening day, KFAB KOIL WOW and KOWH broadcast Mr. Jacob's special appeal on a combined network and KBON carried the same talk later in the day. All stations used spots, local interviews and transcribed talks, before and during the campaign. WOW-TV and KMTV (TV) aided by airing special films, spots, slides and other featurettes. KOWH carried a campaign keynote address by Jean Hershold and KFAB broadcast an interview with the radio-film star.

WTMA Charleston, S. C., received citation for "inestimable benefits" rendered in the "I Speak For Democracy" contest, from North Charleston Junior Chamber of Commerce.

# ZENITH ANNOUNCES

# 2 Super-Sensitive FM-AM Radios

## with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

### New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.

### New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

## Zenith is No. 1 for '51!

**ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS**

*Over 30 Years of "Know-How" in Radionics Exclusively*

ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS

**ZENITH**

LONG DISTANCE RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

# air-casters

**RAY DIAZ,** director program operations for ABC, also appointed program director for WJZ New York, key ABC outlet.

**BOB COLBY** to KOA Denver as staff announcer. Was with NBC Los Angeles, as announcer. **VAN HAAFTEN,** announcer, appointed producer in program department.

**JAY GILES,** program director WCNT Centralia, Ill., to staff WSOY Decatur, Ill.

**JACK F. A. FLYNN** to production department WPIX (TV) New York after working as WGN-TV Chicago director for a year.

**DAVID BROWN, LYNWOOD KING** and **JOSEPH SPERY** promoted to directors at WNBQ (TV) Chicago. New assistant directors are **DAVID WATERS** and **PAUL ROBINSON,** with **BILL HEALION** and **DICK WEINBERG** as floor managers. Additions to video program staff: **ROBERT MANAMI,** artist, and **JAN SCOTT,** head designer.

**WILLIAM B. HINES,** district sales manager Toledo Scale Co., to Radio Cincinnati Inc. (WKRC-AM-FM-TV) as promotion manager, replacing **JOEL STOVALL** [see FRONT OFFICE].

Mr. Hines

**BEN PARK,** NBC Chicago video producer, named to 1950 committee on awards, Commission on Human Relation, by Chicago Mayor Martin Kennelly.

**GENE WOODSON,** maintenance man and night watchman WTAX Springfield, Ill., conducting weekly disc jockey show on Saturday night.

**MARGARET CAMERON** to CKSF Cornwall, Ont., as librarian.

**BOB HOPKINS,** m.c. KNBH(TV) Los Angeles, father of girl, Nov. 7.

**ED SCOTT,** announcer WBBM Chicago, father of girl Wendy Berne.

**BETTE CHAPEL,** singer on NBC-TV's *Garroway-at-Large*, and William Robert Wilkes, Chicago businessman, are to be married Nov. 25 in Cincinnati.

**ALAN MOWBRAY** signed by Progressive Broadcasting System for series titled *Musical Stories.*

**JOAN STEEN,** women's editor and continuity writer WOND Pleasantville, N. J., resigns. **DON ARNOLD,** WOND staffer, to WNAE Warren, Pa., as morning man.

**JAN MITCHELL,** continuity writer WCOP Boston, appointed continuity director.

**KEN CASE,** sports director KTBS Shreveport, La., to WOW-AM-TV Omaha as announcer. **RAY OLSON,** production manager, appointed program manager succeeding **LYLE DeMOSS,** now assistant general manager of WOW.

**BILL MacDONALD,** farm director KFAB Omaha, awarded Nebraska County Agents Assn. Certificate of Commendation for "meritorious public service in the field of agricultural education."

Mr. MacDonald

**MINDY CARSON,** singer, becomes permanent member of cast of *Perry Como Show*, CBS-TV.

**PROGRESSIVE BROADCASTING System,** Hollywood, signs **ANN DVORAK** for five weekly half-hour audience-participation show *My Secret Desire.*

**MYRNA TORME,** sister of Mel Torme, and **PATSY O'CONNOR** start new TV on show *The Gals in the Back Room* on KTSL (TV) Los Angeles starting mid-December.

**JOSE E. FRANCO,** former program director WPRP Ponce, P. R., attending radio-TV classes at U. of Miami.

**SAMUEL R. HERRICK,** director of TV, Pasadena Playhouse, Pasadena, Calif., to KTTV(TV) Los Angeles, as director.

**DONALD W. RICHARDSON,** production supervisor WJEF Grand Rapids, Mich., father of girl, Monica Dee.

**BEN LAMONT,** announcer-operator WWWB Jasper, Ala., to KMED Medford, Ore., in same capacity.

**DAVE BLUE,** disc jockey, WDAS Philadelphia, to staff WGNR New Rochelle, N. Y.

**MAL HANSEN,** farm service director WOW-AM-TV Omaha, made honorary Future Farmer of America by Nishna Chapter of Future Farmers of America, Atlantic, Iowa.

**JOHN THOMPSON,** promotion director CKEY Toronto, to publicity-promotion director CKXL Calgary.

**ANNE HAYES,** women's director KCMO Kansas City, Mo., appointed regional director Kansas City Chapter of Fashion Group Inc., N. Y.

**ERNEST CUNO,** sports announcer WSYR Syracuse, recovering in City Hospital from attack of polio.

**DAVE FENTRESS,** staff announcer WARK Hagerstown, Md., to WTIK Durham, N. C., in same capacity.

**HOWARD OZMENT,** senior announcer WTMA Charleston, S. C., to traffic department South Carolina State Port Authority as assistant traffic manager.

**BILL CLAYTON,** graduate Northwest Broadcasting School, Portland, Ore., appointed program director KRCO Pineville, Ore.

**SONIA LEON,** daughter of **MAX M. LEON,** owner WDAS Philadelphia, starts own singing program on that station.

**CLEMENT FULLER,** supervisor of playreading for NBC and NBC-TV, resigns to devote fulltime to writing for TV and theatre.

**LORIS MYERS,** NBC promotion department, father of boy, Nov. 12.

## *News . . .*

**ELMER DAVIS,** ABC commentator, principal speaker at Philadelphia's advertising executive society, The Poor Richard Club, Nov. 14.

**HAL RODD,** reporter CJOB Winnipeg, to news editor CJOR Vancouver. Was with KFBB Great Falls, Mont., and KNX Hollywood.

**JACK LITTLE,** Don Lee-KHJ Hollywood chief special events man, to Armed Forces Radio Service as producer of shows for armed forces overseas.

**TOM MOOREHEAD,** sports director WFIL Philadelphia, elected to governing bodies of Prisoners Family Welfare Assn. and Sandlot Sports Assn.

**ALEX DRIER,** NBC commentator, guest speaker at annual banquet of Kansas City (Mo.) Chamber of Commerce Nov. 15 for fourth consecutive year.

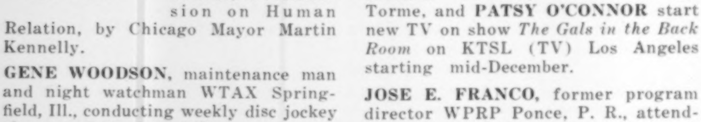
**KARL SHULTE** and **CAL HOLM** to permanent writing staff at WTMJ-AM-TV Milwaukee. **WARREN GRINDE** resigns to complete graduate studies in Sweden.

**FRANCE LAUX,** KXOK St. Louis sportscaster, awarded certificate by American Legion Jr. Baseball Congress for services rendered to boys and contribution to baseball program.

**NORMAN H. BAUM,** graduate American U., Washington, to news staff WWDC Washington.

**BILL MILLER,** news reporter WTAX Springfield, Ill., and Stella Stapleton announce their marriage.

**BILL DAVIS,** staff announcer WLOW Norfolk, Va., appointed sports director.



THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
KGW PORTLAND OREGON
ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## GE DEFENSE ROLE

### Baker Outlines Plans

A BROAD program to make available its electronics experts for civil defense planning and calling for conversion of its former Utica radio tube plant to production of radio communications equipment is being planned by General Electric Co., Dr. W. R. G. Baker, GE vice president, announced last Monday.

Addressing 100 local city and industrial leaders at Utica, N. Y., Dr. Baker visualized emergency radio communication equipment as being ready to operate in areas under heavy enemy attack when normal radio and telephone facilities are destroyed, and said a sound, well-planned civilian defense program is an "absolute necessity."

The new GE Utica plant should be in full operation by June 1951, employing about 425 people, and manufacture of two-way communications equipment will be moved gradually from its Electronics Park plant at Syracuse, Dr. Baker said. Company is considering a program, he added, which would (1) interest communities in civil defense, (2) offer the knowledge of its experts to those citizens, and (3) afford a planning service covering the fields of communications and air raid warning.

Dr. Baker, who is general manager of GE's Electronics Park plant, also quoted from President Truman's "master plan" for U. S. Civil Defense, stressing communications as "the nerve system."

## Cites CBS Show

CBS FORUM *The People's Platform* received the VFW Award of Merit yesterday (Sunday) for its "signal contribution . . . to the public service." Tribute concluded: "In directly presenting to the American public, its impartial and educative discussions of basic national and international issues of current importance, this program performs a meritorious function in the interest of our nation." The award was presented on the TV program which is aired Sunday, 5:30-6 p.m., but was also intended for the radio version, 12-12:30 p.m., Sunday over CBS.

KXOK St. Louis awarded citation for weekly discussion series, *Wake Up St. Louis*, presented in cooperation with Junior Chamber of Commerce and Bar Assn. of St. Louis. Award was made by St. Louis Junior Chamber of Commerce.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

## CONN. BATTLE

### Republicans Seek Recount

LEGAL fight in Connecticut to unseat Democratic Sen. William D. Benton, who was re-elected by a narrow margin of votes in the Nov. 7 election [BROADCASTING, Nov. 13], was set off last Wednesday by Republican charges of "irregularities" in returns at three municipalities.

The Democrats countered by telling Connecticut's State Supreme Court, which must rule whether to order a recount of statewide election balloting, that the call for a recount was a "wholesale fishing expedition." They asserted Sen. Benton was "legally elected" by a majority of 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

The municipalities selected from 169 in the state to support the Republican claim that the court should order the recount of tabulations were Derby, Beacon Falls and East Haven. It was claimed that voting machines in three wards at Derby were not properly checked and tested, that 33% of 166 absentee ballots received at East Haven allegedly were rejected because the name of the city had not been inserted. Additional discrepancies were alleged.

Political aspects to the case, under study by the panel, are weighty as loss of the seat to Sen. Benton's opponent, Prescott S. Bush, a CBS stockholder and New York businessman, would give Republicans an equal, 48-48 split in the upper chamber. Sen. Benton is a former partner of Benton & Bowles, New York, and avid supporter of Voice of America and world radio.

## Canada's Billings

RADIO ADVERTISING accounted for 15-18% of total billing by Canadian advertising agencies in 1949, according to the Dominion Bureau of Statistics, Ottawa. Total agency billings amounted to $86,742,500 in 1949, as compared to $64,641,200 in 1948. The 74 agencies reporting to the Dominion Bureau of Statistics showed net revenue of $1,948,500 in 1949, as compared to $1,370,400 in 1948.

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ASK HOLLINGBERY

FUTURE policies and plans for WPAT Paterson, N. J., are plotted by this quartet in the first sales conference held at WPAT's newly-opened New York offices in the RKO Bldg. Dickens J. Wright (seated), who was appointed WPAT general manager Aug. 1, confers with his executive staff (l to r): Pat Sullivan, named Oct. 1 to head the New York offices; Don Kerr, program director since Aug. 15, and Jack Sloan, appointed general sales manager Nov. 1. The WPAT team represents a combined total of 75 years of commercial broadcasting experience.

## PAYS OFF

### Careful Plans Give KOTA-FM Solid Base

FM IS a money-maker and is here to stay, as far as KOTA-AM-FM Rapid City, S. D., is concerned.

This Black Hills operation took the air in February 1949. Since last January it has made enough money to offset the 1949 losses, using separate programming that features sports and music.

While several hundred other FM stations struggle for community recognition, KOTA-FM and its 20-odd sponsors are enjoying a beautiful relationship.

When KOTA first was bitten by the FM bug, President-General Manager Robert J. Dean drove up and down 22 northern-tier states. He called on 58 FM stations and talked to everybody in sight. Out of this trip came one conclusion—most of those who duplicate their AM sister-station programs were unhappy.

On this premise KOTA spent $56,000 putting up an FM plant which is programmed separately. Mr. Dean called a breakfast for radio dealers and other merchants while the plant was being built, explaining the station would give wide and consistent day-night coverage compared to the decreased night service area of the AM station. In all, Mr. Dean and stag gave 82 talks before clubs, schools and other groups.

KOTA-FM took the air in February 1949 with a half-dozen clients. Since the area was sports minded and the AM outlet had little time available because of network commitments, Rapid City businessmen formed the Quarterback Club and raised $6,500 to underwrite local school sports. They posted club posters in their stores and held frequent meetings. Membership has risen to 58. Beverage dealers, too, subsidized major league baseball games from Liberty Broadcasting System.

With radio dealers FM conscious sales of sets kept increasing until there were 12,000 in the area. At this point KOTA started serious FM time selling. Some of the AM non-network programs are repeated on FM. These "folocasts" are sponsored in many cases. The AM audience is told when each program will be folocast.

The station identifies its AM and FM operations to the audience by frequency. The AM station refers to FM in this manner: "This is KOTA, listen to our sister station on 97.4 mc." The FM station announces: "This is KOTA-FM, listen to our sister station on 1380 kc."

The station uses a combination rate card, which includes a two-year calendar for quick reference in contract negotiations. Salesmen carry pocket sales aids on the theory that brief cases tend to frighten prospects. Engineers and announcers are rotated each day, with the combined AM-FM operation requiring only one more engineer and one more announcer than the AM station originally employed. In bookkeeping FM pays rent, depreciation and other personnel costs.

## Mighty 'Voice'

IF TELEPHONES suddenly break out with a bit of "oui oui" residents of Paterson, N. J., should remember the Voice of America needs all the power it can muster for its nearby Wayne Twp. transmitter. That's what Voice technicians told a public protest meeting last Monday.

## DISASTER NETWORK

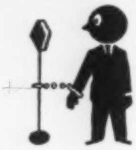
### Two-State Group Named

FORMATION of a bi-state information emergency committee to enlist all New York and New Jersey AM-FM broadcasters in a disaster network for simultaneous broadcast of atomic attack information has been jointly announced by civil defense directors of New York and New Jersey, Col. Lawrence Wilkinson and Leonard Dreyfuss.

Technical arrangements were agreed upon at a three-hour closed meeting a fortnight ago attended by David Driscoll, news director of WOR New York; Seymour Siegel, director of WNYC New York; Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and Rural Radio Network; and James L. Howe of the New Jersey Civil Defense Communications Committee. William Fay, general manager of WHAM Rochester, was unable to attend.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

# allied arts



**E. RISPIN WOODWORTH** to Commodore Productions Inc., Hollywood, radio-TV package producer, as account executive and associate producer.

**BOSH STACK,** Cayton - Klempner, N. Y., to Walter Kaner Assoc., N. Y. (publicity), as account executive.

**LOUIS M. STUMER,** CBS account executive for MCA, N. Y., named general manager, World Video Inc., N. Y.

**JAMES V. BOYLE,** sales and promotion executive, RKO Radio Pictures, N. Y., to Jerry Fairbanks Inc., N. Y., as television sales representative.

**TAYLOR PRODUCTIONS Inc.,** Hollywood producer of transcribed programs, organized by **GORDON VAN DOVER** as president. Offices at 6700 Sunset Blvd. Shows include *Tom, Dick & Harry,* quarter-hour musical comedy in 156 episodes; *Chuckwagon Jamboree,* Western musical in 131 quarter-hour episodes.

**STANDARD Program Library,** Chicago, releases new disc of 10 tunes by Red Norvo Trio to subscribing stations.

**JOHN G. TRIFERO** appointed New England district manager for Columbia Records, and **WILLIAM F. O'BOYLE** appointed Middle Atlantic district manager.

## *Technical . . .*

**JOEL MOORE** to WTMA Charleston, S. C., as studio technician, replacing **ROBERT EHRHART,** who joins Air Force.

**DAVE JOHNSON** to KYOR Blythe, Calif., as combination man.

**JAY DOANE,** graduate Northwest Broadcasting School, Portland, Ore., to KRNR Roseburg, Ore., as combination man. **BRYCE JOHNSTON,** graduate, now combo-man KOOS Coos Bay, Ore. **DANNY BRIDGES,** graduate, to KLBM LaGrange, Ore., as combo-man.

**LOUIE L. LEWIS,** chief engineer WOI-AM-FM-TV Ames, Iowa, named to Video Techniques Committee of the Institute of Radio Engineers.

**GORDON WALLACE** to control room staff CKSF Cornwall, Ont.

## *Equipment . . .*

**GEORGE F. WUNDERLICH** named vice president and general manager Eitel-McCullough Inc., San Bruno, Calif. (transmitting and television picture tubes). **HAROLD E. SORG** appointed vice president in charge of research.

**HERBERT N. RIBAND,** sales manager accessory division Philco, appointed general manager of divison. **CLARE COURTNEY** replaces him as sales manager.

**R. F. (Bus) DOYLE** appointed executive vice president and general manager Appliance Mfg. Co., Alliance, Ohio, (washing machines). Was president-treasurer Alliance Mfg. Co. (phonograph motors), same city.

**BIL L FROST** appointed southern Calif. district sales manager Packard-Bell Television, L. A. (radio-TV manufacturer). **TOM TALMADGE** replaces him as assistant sales manager. **DEAN PULSIFER** appointed district sales manager for northern Calif.

**HOWARD RIORDAN,** vice president and controller Colonial Radio Corp. (one-time Sylvania Electric Products Inc. subsidiary), appointed general manufacturing manager radio-TV division, Sylvania Electric Products Inc. **BERNARD O. HOLSINGER,** advertising-sales promotion manager Sylvania Radio & Television, named assistant general sales manager.

**HANK RUSSELL,** assistant sales manager, United Transformer Co., N. Y., named general sales manager. Replaces **BEN MILLER,** retiring.

**RCA VICTOR** announces new portable radio (B-411), smaller in size than a book. Weighs less than three pounds with batteries. Case is made of plastic with all operating controls external. Has built-in antenna.

WBZ-WBZA Boston-Springfield presented a plaque from New England division of Esso Standard Oil Co. commemorating 15 years of broadcasting *Esso Reporter* over stations.

*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Mellin*

**I SEE A MILLION PEOPLE**

*On Records:* Martha Tilton—Coral 60279; Cab Calloway—Col. 39034; Benny Goodman—Peggy Lee—Col. 39034; Hadda Brooks—Lon. 791; Gloria DeHaven—Dec.*

*On Transcriptions:* Henry Jerome — Langworth, Lawrence Welk—Thesaurus; Bob Eberly—World.

BMI

**BROADCAST MUSIC INC.**
NEW YORK • CHICAGO • HOLLYWOOD

580 FIFTH AVENUE
NEW YORK 19, N. Y.

## McCLURE TO M-E

### As Radio-TV Production Mgr.

DONALD N. McCLURE, supervisor of television production at N. W. Ayer & Son, New York, effective Dec. 1 will join McCann-Erickson Co., same city, as manager of radio-TV production.

Mr. McClure

During his six year stay with N. W. Ayer, Mr. McClure has supervised television production for the American Tobacco Co., American Telephone and Telegraph Co., Atlantic Refining Co., *Encyclopaedia Britannica,* Goodyear Tire & Rubber Co., Kellogg Co., Waltham Watch Co. and many other accounts. Before that he was with Young & Rubicam and J. Walter Thompson Co.

In his new position, Mr. McClure will supervise all matter of radio-TV production, under the supervision of Alfred J. Scalpone, vice president of radio-TV production.

## Radio Sedatives

WHILE most advertisers are exerting every effort to keep their audiences' attention throughout the program, Simon Distributing Corp., Washington Motorola distributor, is sponsoring a show designed expressly to put the audience to sleep. Mentalist Robert Friend is featured on the *Sleep Show* over WMAL Washington starting at midnight. The *Sleep Show* technique is not hypnosis, Mr. Friend points out, and a "sedative effect is obtained only if the directions are followed by a fully cooperative subject." The feature is copyrighted by Robert J. Enders Advertising, Washington.

## CAB Lends Aid

LEGAL assistance for Montreal stations is being supplied by Canadian Assn. of Broadcasters, where programs used by Montreal stations are being used without permission by other organizations for financial gain. Consultations are also underway to determine the legal protection of CAB member stations against the use of any Canadian independent station programs by any organization for direct or indirect financial gain. This was decided at the recent meeting of the CAB directors at Montreal. The CAB board also passed a resolution endorsing the stand of the International Chamber of Commerce in its code of standards of advertising practice and efforts to raise the standards of advertising.

## PUEBLO PACT

### Stations Agree on Car

COOPERATION among competi Pueblo, Col., radio stations, a ready an established tradition i that western city, will be extende even further with the advent of th Christmas holiday season.

Because of complaints that card are played too far in advance o Dec. 25, KCSJ, KGHF and KDZA have reached a mutual agreement whereby Yuletide songs will not b played on any station before Dec. 17. The understanding does not affect popular songs or novelties. This agreement is another example of the way in which Pueblo stations cooperate in local enterprises, according to Maxson I. Bevens, KDZA manager.

When Cal Farley, founder and president of Boys Ranch at Amarillo, Tex., visits Pueblo today (Monday), Mr. Bevens and Robert Ellis, manager of KGHF, will participate together in producing a program which will be aired "live" on KDZA and tape-recorded for play-back on KGHF. Both managers will appear on the program.

On a recent occasion, when H. Roe Bartle of Kansas City delivered the kickoff address for Pueblo's Single Fund Plan, KDZA made a tape-recording of the meeting and announced the speech would be heard on all three stations.

## Book on Acoustics

**FUNDAMENTALS OF ACOUSTICS. By Lawrence E. Kinsler and Austin R. Frey. New York: John Wiley & Sons Inc. 516 pp. $6.00.**

INTENDED primarily as a textbook, *Fudamentals of Acoustics* also will be found useful by engineers in the broadcast field. Messrs. Kinsler and Frey, former teachers and now professors of physics with the Naval Postgraduate School, have given special attention to the close association that exists between acoustics and communications engineering. Several chapters are devoted to microphones and speakers while the remainder of the book should prove valuable to engineers working with basic problems of acoustics.

**WDRC**

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

CBS

* According to Sales Management Survey (Nov. 10th Issue)

NOVEMBER 20, 1950

# TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

[illegible] Takes Opening
Round in Chicago
Page 55

[illegible] Dept. Store
[illegible] TV's Power
Page 58

Latest Set Count
By Markets
Page 60

WWJ-TV
"first voice"
in Detroit
4

During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV

FIRST IN MICHIGAN
**WWJ-TV** Owned and Operated by THE DETROIT NEWS
*NBC Television Network*

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

# Tested TV Programs at Prices You Can Afford!

*Paramount's*
**TRANSCRIBED SHOWS**
**are regularly telecast by**

WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTTV Bloomington
WNAC-TV Boston
WBKB Chicago
WCPO-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBNS-TV Columbus
WFAA-TV Dallas
WOC-TV Davenport
WHIO-TV Dayton
WXYZ-TV Detroit
KPRC-TV Houston
WFBM-TV Indianapolis
WDAF-TV Kansas City
WGAL-TV Lancaster
KTLA Los Angeles
WAVE-TV Louisville
WMCT Memphis
WTCN-TV Minneapolis
WNHC-TV New Haven
WOR-TV New York
WPIX New York
WTAR-TV Norfolk
WKY-TV Oklahoma City
WOW-TV Omaha
WFIL-TV Philadelphia
WDTV Pittsburgh
WJAR-TV Providence
WTVR Richmond
WHBF-TV Rock Island
KSD-TV St. Louis
KDYL-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPIX San Francisco
KING-TV Seattle
WSYR-TV Syracuse
KOTV Tulsa
WTOP-TV Washington

●

## *Bob Clampett's*
## "TIME FOR BEANY"

© 1949 Bob Clampett

**WHIMSICAL PUPPET ADVENTURE SERIES**

**(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff'n'puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises . . . pirates, creatures from Mars, atomic scientists, even Mr. Nobody and his family.**

**AWARDS**—"Emmy" for "Best Children's Show, 1949", Academy of TV Arts & Sciences. "Outstanding Children's Program," 1949 and 1950, from Parent-Teachers Association, Los Angeles.

**POPULARITY POLLS**—"Top Children's Show, 1949" in *Tele-Views* Program Poll. "Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.

**CITATION**—"Best Kid's Show, 1949" by So. Calif. Assn. for Better Radio & Television.

**HOOPER**—Los Angeles: 20.8 average Telerating, January thru October, with 50.2% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

**VIDEODEX**—Los Angeles: 25.1 average rating, April thru October.
Detroit: 8.6 average rating, April thru October.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 8.3 October rating; 5.5 average, April thru October.

**RESULTS**—Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

*Paramount* Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

Paramount Television Network

Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363

**A SERVICE OF THE PARAMOUNT TELEVISION NETWORK**

*A Service of Broadcasting Newsweekly*

TELECASTING

tional Press Bldg.
ashington 4, D. C.

NOVEMBER 20, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

# ROUND ONE: RCA

## *Chicago Stay Stops CBS Commercial Color*

FCC WAS BEATEN last week in its fight to block a temporary restraining order against its adoption of CBS color standards, but still nourished hopes that it could appeal promptly to the U. S. Supreme Court to overturn the stay—if it wishes.

A three-judge federal court in Chicago announced Wednesday, after two days of hearings on RCA's suit against the color decision, that it would halt the Commission's color order pending a final decision on the case.

The next day, over protests of FCC and CBS, the court issued a temporary restraining order, which is not appealable. FCC authorities claimed the order, regardless of its title, has the effect of an interlocutory injunction, and refused to concede it cannot be appealed.

They said Friday, however, that no decision had been reached on whether to undertake an appeal. One objective in seeking an appealable order, aside from the desire to be able to challenge its correctness, would be to put FCC in a position to appeal in an effort to expedite action in case of long delay by the Chicago tribunal in handing down its final decision.

### Month or More

With government orders threatening a drastic cutback in TV set output in the immediate future, and with the court indicating it may need a month or more to reach its final decision, the temporary restraining order—unless it can be overturned—was seen as a serious question-mark hanging over the immediate prospects of color on CBS standards.

Commercial color operation on CBS standards was to have been effective today (Monday).

FCC followed up the order with a "public notice," issued Thursday, noting that the court's action "in no way impairs any of the findings or determinations made by the Commission."

It said "the only thing the court has done is to postpone the date when regular operation can begin in accordance with the new color standards," and that FCC "is confident that once the judicial process is completed . . . the order of the Commission will be fully sustained" (for other statements, see page 56).

FCC felt the "judicial process" will "not be too long delayed, since cases of this sort are given priority of handling in the court by operation of law."

The court itself give no indication of when a final decision will be delivered. But Judge J. Earl Major, chief justice of the U. S. Court of Appeals in Chicago, who is presiding judge for the trial, said it would not be "today, or tomorrow, or in the right near future."

"We've got to—and are going to—have to have time. We'll make the decision in the near future if possible, when we can reasonably render the best decision possible."

Hearing the case with Judge Major were District Judges Philip L. Sullivan and Walter J. LaBuy.

Their final decision, regardless of which way it goes, seems sure to be carried to the U. S. Supreme Court. Both sides have said they will appeal if they lose.

The suit was brought by RCA, developer of a compatible color system which competed with Columbia's incompatible technique and a compatible method developed by Color Television Inc. during FCC's hearings, and by two subsidiaries, NBC and RCA Victor Distributing Corp.

Seven other parties sought to intervene on behalf of RCA: Chicago Local 1031 of IBEW (AFL); Emerson Radio & Phonograph Corp.; Pilot Radio Corp.; Sightmaster Corp.; Radio Craftsmen Inc.; Wells-Gardner Co., and the Television Installation Assn. of Chicago. By consent, CBS was allowed to intervene on the side of FCC.

Counsel for FCC, CBS, and the Justice Dept. told the court at Wednesday's closing session that they had nothing more to present in support of the FCC-Justice Dept. motion for dismissal of the RCA complaint and for summary judgment upholding the Commission's color decision. RCA counsel said they were prepared to call witnesses, if necessary, before the final decision is handed down.

### Not Convinced

Judge Major said he and his colleagues granted the restraining order because arguments by the defendants, although "impressive," failed to convince the court that delay in commercial color operation would be injurious to the public.

"We are not convinced whether it makes any difference to the public if color television begins Nov. 20 or Dec. 20," he said. "It is unthinkable that we could hand down an immediate decision in view of the complexities of this case."

The court allowed five days from last Wednesday for "interested parties" to file supplementary affidavits, with an additional five days for filing replies. This includes a brief by CBS. Thus complete briefs, files, affidavits and sundry other papers will not be in the court's hands until next Thursday.

Chief participants in the two-day argument were John T. Cahill, general counsel for RCA and a partner in the law firm of Cahill, Gordon, Zachry & Reindel, on behalf of RCA and its subsidiaries; Former Judge Samuel I. Rosenman, of the law firm of Rosenman, Goldmark, Colin & Kaye, counsel for CBS; and Max Goldman, FCC assistant general counsel in charge of litigation, on behalf of the Commission.

On the sidelines as the hearing opened Tuesday were Brig. Gen. David Sarnoff, RCA board chairman; CBS Central Division Vice President H. Leslie Atlass, and Dr. Peter Goldmark, CBS vice president who developed the CBS color system.

Running account of the two-day

*(Continued on page 82)*

# NETWORK TIME

## Briefs Oppose 'Equalizing' Plan

A MOUNTAIN of briefs descended upon FCC last week opposing its proposal for a "temporary" rule governing the amount of program time TV stations in one-, two- and three-station markets may take from a single network.

Out of more than 40 TV stations, networks and other groups who responded to FCC's proposal [BROADCASTING, Oct. 9], only ABC and DuMont—whose TV network programs were shown to have the least station acceptance in an informal FCC survey—came out in favor of such a plan.

NBC-TV, shown in the survey to be the leader in program acceptance by stations, struck out strongly against the proposal, while CBS-TV, ranked second to NBC-TV, took no position on the plan to limit the amount of time stations may accept from any one network but attacked an alternative proposal to require stations to take at least a minimum amount of time from each network.

The National Assn. of Radio Station Representatives claimed FCC's suggestion would impede rather than promote competition and asked the Commission to take a broader view and promote rivalry not only among networks but between the networks and other program sources—including spot advertising—by removing "such artificial restraints . . . as network option-time rights."

### Hearing Seen

While the FCC plan to "equalize" competition among the TV networks appeared destined for a full-dress hearing—unless the preponderance of oppositions results in its abandonment — the seemingly related investigation of AT&T's current allocation of coaxial cable and radio relay usage among the four networks was postponed from today's (Nov. 20) scheduled starting date to Dec. 11.

AT&T asked that the opening of the investigation be delayed because its chief witness, General Manager Charles E. Wampler of the Long Lines Dept., has been tied up by the current telephone strike and has been unable to prepare for the hearing. The request was granted Friday.

FCC meanwhile scheduled DuMont's formal complaint against the AT&T allocations for hearing simultaneously with its own investigation of the subject.

In its proposal to balance TV network competition, FCC suggested two possible approaches.

One would be an affirmative rule requiring stations to take at least a minimum amount of time from each network. The other would

*(Continued on page 80)*

**CBS Vice President and General Executive Adrian Murphy (l) and Frank Stanton, CBS president, explain a few facts at the opening color demonstration last week in New York. Public interest in color television is indicated by the demand for tickets to the demonstrations which began last Tuesday in a midtown showroom on a five-shows-a-day, six-days-a-week basis, CBS spokesmen said. Although 500 persons can be accommodated at a showing—300 seated before the 10 color receivers and 200 standees—the supply of tickets for the first week was exhausted within eight hours of the appearance of the first announcement, and the second week's admission ducats also were snapped up the day they were ready for distribution, it was reported.**

# SHARKEY SUIT

## *Judge Denies Motion To Dismiss*

A MOTION to dismiss the $300,000 suit of Jack Sharkey, ex-heavyweight champion, against NBC, Chesebrough Mfg. Co. and Cayton Inc., for the alleged unauthorized use on *Greatest Fights of the Century* over NBC-TV of films of one of Mr. Sharkey's fights, was denied in New York last week by Judge John F. McGohey of the U. S. Southern District Court.

Mr. Sharkey, through his attorneys Spring & Eastman, complained that his right of privacy, as set forth in a New York statute, had been violated and that the value of his name and picture in his present entertainment and sport activities had been diminished by use on TV and other media calling attention to TV, entitling him to specific damages.

The defendants, through their respective attorneys, Coudert Brothers and James Smythe for the network and sponsor, and Gordon Julian Jaffe for Cayton, sought to have the complaint dismissed without further ado by arguing that their program was only disseminating news; that, as a public figure, Mr. Sharkey had waived his right to privacy; and that he had been telecast doing simply what he was famous for doing.

But Judge McGohey held otherwise. Looking at the complaint and nothing else, as legal procedure required, he said there was nothing there to indicate that the TV program was merely news, or that Mr. Sharkey had "lost or so far restricted his right of privacy as to be without standing to challenge the unauthorized use of his name and pictures for trade and advertising."

Lee V. Eastman, of the firm representing the plaintiff, saw the ruling as indicating that Mr. Sharkey did have a right of privacy in these circumstances, that telecast of the film could have violated that right, and that the showing of old fight films could constitute a "trade" rather than "news" use under some circumstances. Rather than a general principle of law insulating television from liability, it becomes a question of fact—of the particularities of each situation, he said.

A defense attorney did not believe so much could be read into the ruling. He said the principal effect would be to forestall motions to dismiss against any future complaints of like nature.

# REACTION TO ORDER

## Most Set Makers Laud

DECISION of the Federal Court in Chicago temporarily restraining the start of color television on a commercial basis (see story, page 55) was generally hailed by the set manufacturers as an important victory.

In the competing camps, Brig. Gen. David Sarnoff, RCA's chairman of the board, viewed the action as a victory for the American people, while CBS President Frank Stanton voiced confidence that the FCC's approval of CBS color system will be upheld by the courts.

Gen. Sarnoff, expressing his gratification, declared further: "I recognize this is only the first round, but, in so far as it represents a victory for our side, it represents a victory for the people of America."

Mr. Stanton stated:

> The decision today of the Federal Court in Chicago in issuing a temporary restraining order respecting commercial standards for color television will not interfere with Columbia's plans for public demonstration. The reaction to color television from the press and public alike has been so wholeheartedly enthusiastic, that we will continue our demonstrations at 401 Fifth Ave. as planned.
>
> We understand that the temporary order of the court in Chicago was based on the desire to secure more time in which to consider the arguments presented to the court. We are hopeful that a consideration and disposition of the case on the merits can be had without delay, and that all parties will cooperate in securing a speedy final decision, so that full enjoyment by the public of this new and improved television will not be retarded.
>
> The FCC has determined that the CBS system gives a true and life-like color, is simple and easy to operate, and is the only practical system of color television. The FCC had been designated by Congress to set technical standards for all broadcasting's operations, including television and color television. After thorough investigation, it has reached a decision on the merits of color television. We are confident, that, in view of the voluminous testimony before the FCC and the many months of consideration given to the problem, the Commission's approval of the Columbia color television system will be upheld by the courts.

The FCC in a statement last Thursday declared that news stories, statements and advertisement had confused the public concerning the status of color television; and that the court's action of last week had raised further questions in the minds of the public. "The Commission believes it has an affirmative obligation to keep the public advised concerning the exact status of color television", it was contended.

### Sees Order Sustained

FCC expressed confidence that its order approving the CBS color system would be fully sustained. The Commission declared that the court had "ordered this postponement in order to give it an opportunity to consider the Commission's reports and orders, the extensive record made before the Commission, and the voluminous briefs filed with the court."

The FCC went on to cite the importance of the public knowing the following facts about the color situation:

1. Television receivers of the type heretofore manufactured will continue to receive black and white programs transmitted in accordance with the present standards.
2. They will not be able to receive programs from the color transmissions under the CBS field sequential system when they are on the air.
3. Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and for somewhat more expense a converter can be added to receive the color transmissions in color.
4. Receivers which have adapters or converters added after they are manufactured and sold are likely to be more expensive when so adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or color equipment built in at the factory.

### Others Comment

In addition, the following comment was forthcoming from set manufacturers. Among those contacted by TELECASTING were:

Benjamin Abrahams, president, Emerson Radio & Phonograph Corp., New York:

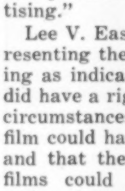
> I am very much encouraged by this decision and hope that it will be favorable to the compatible system, ultimately. The decision of the court speaks for itself. It is a restraining order for final decision. It doesn't alter the situation materially except that it looks hopeful that ultimately it will be a decision in public interest and that the public will have an opportunity to choose between a compatible and incompatible system. The public and press and industry have been stirred by an unwise decision made by the commission. By Dec. 5th there will be an opportunity for people to see the compatible system demonstrated in Washington. Meanwhile, it will take a long time for color to be available to the public since there are so many problems.

*(Continued on page 59)*

# CARTER NAMED

## *New WAAM General Manager*

KENNETH L. CARTER, Baltimore television and radio executive, last week was named general manager of WAAM (TV) Baltimore by the station's board of directors. He replaces Norman C. Kal who was elevated to the post of executive vice president.



**Mr. Carter**

Mr. Carter is a native of Baltimore. He has been active in local radio and television for the past eight years, holding executive positions in both fields.

Mr. Kal replaces Samuel Carliner who has sold his minority interest in the station to certain other stockholders not disclosed at this time. Mr. Carliner has resigned from board and the office of executive vice president. His action was taken, the station reports, due to the press of Mr. Carliner's other interests. He has been retained, however, as a consultant. Mr. Carliner owned 14,000 shares of firm's total 63,000 shares.

In another personnel change, Armand Grant, WAAM commercial manager, was named assistant general manager in charge of sales.

# UHF ALLOCATIONS

## *NBC's Report Criticized*

FURTHER CRITICISM of RCA-NBC's "pessimistic" findings in its Bridgeport UHF tests [TELECASTING, Oct. 30] was made last week during the FCC VHF-UHF allocation proceeding.

Allen B. DuMont Labs.' Thomas T. Goldsmith Jr. told the Commission the Bridgeport data basically is valuable, but contended:

- NBC's analysis "presents the darkest possible side of UHF as a television broadcasting medium and . . . there is at least one serious error in it."
- The NBC data is not inconsistent with FCC's computation of a 21-mile Grade A service radius for 200 kw effective radiated power on 600 mc with 500 ft. antenna. It indicates "that a highly effective UHF television service with a Grade A service radius of the order of 20 miles can be provided in the Bridgeport area."
- An "incomplete interpretation" in the NBC report—that at 90% of homes actual-measured field intensity for the average of several studies is below theoretical values by amounts up to 36 decibels, corresponding to "a difference in power of 4000 times"—is "very misleading to the Commission."

### Witnesses Crossexamined

Meeting last Thursday and Friday before Acting Chairman E. M. Webster and Comr. Robert F. Jones, the allocation proceeding was devoted to cross examination of witnesses who testified on general issues earlier [TELECASTING, Nov. 13]. Although it had been expected previously that cross examination would be completed last week, estimates by Thursday night were the session would run well into this week.

Raymond F. Guy, NBC manager of radio and allocations engineering, who earlier presented the Bridgeport data, was not able to appear for cross examination Thursday because of illness and is expected to be available today.

On Nov. 27 the Commission plans to commence hearing the affirmative case in behalf of proposals for reservation of channels for educational purposes. This is the last of the general allocation issues to be considered. Hearing of specific city-by-city allocation bids should get underway in December, FCC has estimated.

### Bingley Called

Frank J. Bingley, in charge of TV research for Philco Corp., who earlier testified Philco believes good service can be obtained in the UHF [TELECASTING, Oct. 23], was the first witness to be cross examined. He contemplated higher powers would be needed to get UHF service comparable to VHF, with satellite stations possibly being used to fill in sharp shadow areas.

Clarifying earlier statements regarding Philco's survey of the Bridgeport UHF station of RCA-NBC—in which service was found to be good although the range was somewhat limited—Mr. Bingley explained 120 kw ERP would be needed to completely cover the Bridgeport area with a "good" signal. For comparable coverage of Philadelphia he said 1.2 megawatts (1200 kw) would be needed.

Asked if this were "practical" UHF operation, he said such power may not be available now but if the UHF were allocated on such a basis he presumed the industry would develop the necessary tubes to do the job as has always been the case. He did not consider high power to be a "road block" which could not be overcome.

Mr. Bingley indicated satisfactory service could be provided in many areas with low power at the outset.

The Philco witness was asked what effect intermixture of UHF and VHF channels in the same market area would have upon the availability of sets which could tune both bands or only either one. He replied intermixture will be unavoidable in some areas regardless of the allocation plan, hence receivers will have to be built to tune both bands anyhow.

Comr. Jones put numerous questions to Mr. Bingley about various proposals for a common intermediate frequency in receivers as related to optimum allocation potentials. He was particularly curious about the 111.75 mc IF suggested by Dana A. Griffin, Communication Measurements Lab. president, who advocated development of a "superior" UHF service through non-compatible UHF standards using a "fold-in" allocation technique plus permanent freeze on issuance of new VHF licenses on present standards [TELECASTING, Oct. 30].

Mr. Bingley explained he did not believe the 111.75-mc IF practical now because no tubes are available which will produce sufficient amplification at that frequency. He also saw difficulty in obtaining good operation in the FM band by sets using this IF. Problem also was seen from the second harmonic of Channel 2 (54-60 mc).

E. W. Chapin, chief of FCC's Laboratory Division, observed the 41.25 mc IF proposed by Radio-Television Mfrs. Assn. would throw oscillator radiation out of the TV band into the area of other services while the 111.75-mc IF puts it into the TV band. It was indicated the Commission would have to decide which effect is the more important in setting its allocation policy.

Mr. Bingley stated Philco is still using 21 mc IF in its sets but plans

(Continued on page 81)

Te-Ve

Drawn for TELECASTING by John Zeigler

**AT opening of new offices and studios for WDTV (TV) Pittsburgh in the Chamber of Commerce Bldg. [TELECASTING, Nov. 13] James H. Greene (r), executive secretary of the Chamber of Commerce, congratulates Donald A. Stewart, station general manager.**

# PUBLIC SERVICE ROLE

## Cited by Hennock

TV STATION licensees will have to look to their public service laurels if they want the FCC to renew their licenses when the three-year permit period expires, according to Frieda B. Hennock, FCC Commissioner. In a news conference following her speech before the Advertising Women's Club of New York at the Waldorf-Astoria in that city Nov. 15, Miss Hennock emphasized that the public must be served and served well by each TV station, and reminded the station operators that "the public is the actual owner of television."

Miss Hennock has advocated reservation of 25% of the 2,000 new stations yet to be assigned, for the "use of educators for non-profit and non-commercial broadcasting," but admitted that "educating the educators" to the value of television as an outstanding medium is one of the greatest problems. Hearings before the FCC for the educational groups are scheduled to start Nov. 27.

Stating that the educational problems created by television are "much more serious than anyone realizes," Miss Hennock hinted that if public demand for educational TV programming became a pressing problem before the FCC, the Commission might be forced to reallocate the license of the least "public service minded" station in areas which had reached their station limit, to a non-commercial station which would serve the public interest.

The necessity for such measures might be averted, however, if the present hearings before the FCC on UHF indicate a successful method to increase the number of TV broadcast channels, Miss Hennock said. She pointed out that if both UHF and VHF channels could be effectively utilized in the same city as proposed by Paul Raibourn, Paramount Pictures, a metropolitan area such as New York could have 20 stations instead of the present limit of seven.

### 'Audience Desires Ignored'

Miss Hennock told the Advertising Women that "the tendency in radio, and even more markedly in television, has been to ignore the tastes and desires of the available audience. Instead what is offered is an appeal to the lowest common denominator in taste and intelligence." Reemphasizing the great potentials of television as an educational medium which "can be one of the greatest forces for good in modern history," Miss Hennock cited the increase of almost 600% in public demand for education over the past four years. "Education is something the public wants . . . and as advertising people you know that once the need is created, that's 99% of the sale."

Miss Hennock urged the Advertising Women that "while television still has the fascination of newness, let us not dull it with mediocrity," and told them, "you can assist in developing this new medium into a great positive force for improving the culture, habits and standards of American life, or you can allow it to be used only for the purpose of selling cornflakes or giving away refrigerators."

Theodore C. Streibert, president of WOR-AM-TV New York and chairman of MBS, in his speech, agreed with Miss Hennock in her proposal for the setting aside of frequencies for educational, non-profit organizations.

He informed his audience that this winter of 1950-51 will be the first to see the television broadcasting industry "emerge from loss to profit" or, in some cases, at least, realize an equalization in assets and

(Continued on page 80)

# An Atlanta Transit Strike Brought 'Rich's in Your Home'

By ELMO I. ELLIS

ASST. PRODUCTION MANAGER,
WSB-TV ATLANTA
PRODUCER-DIRECTOR,
'RICH'S IN YOUR HOME'

IT ALL started because of a transit strike earlier this year. Atlanta was suffering from a walkout of trolley operators. Downtown businessmen were singing the blues. And then WSB-TV's general manager, John M. Outler, put in a call to Joseph Guillozet, director of sales promotion for Rich's, Atlanta's biggest department store, which last year grossed more than $48 million.

What Mr. Outler proposed was a television shopper's show, with WSB-TV moving right into Rich's for an on-the-scene daily presentation.

"Look, you folks are on the spot," said Mr. Outler. "Why not give television a try? Let us sell merchandise for you."

"Rich's turned around and put WSB-TV on the spot with this challenge: "We'll give it a try but you've got to prove to us that television can sell a mass market at a unit cost comparable to other advertising media." Such a challenge was no easy one to meet, since it entailed developing a whole new concept of "armchair shopping" on the part of the television audience.

Moving rapidly, Rich's officials and our TV production staff held a couple of conferences, lined up a semblance of a format and began telecasting *Rich's in Your Home*.

At first the show varied in complexion, reflecting changes in thought among Rich's executives. Reports of good sales-returns on a $1 item resulted in less expensive merchandise being featured the following day. Heavy sales on luxury goods, such as antique furniture or musical instruments, caused a temporary turn toward more costly merchandise.

But most important was the fact that the show did sell—and sell in quantity—from the very first day. So what began as a temporary device to meet an emergency has evolved into a permanent, hour-long daily feature. Prior to this venture, Rich's had limited its video activities to occasional spots and a few institutional Christmas presentations.

## Widespread Publicity Accorded TV Efforts

Now Richard H. Rich, president of Rich's, says: "We're in the television business." And the whole world knows it, judging from the press clippings that flow into the store's public relations department. Reports on the show have appeared in papers from Paris to the Philippines.

*Rich's in Your Home* is plainly and simply a "selling" medium. It does more than advertise. It motivates Georgia shoppers to pick up their telephones by the hundreds to order dresses and shoes that they've seen on their TV screens, and it draws countless other thousands into the store to buy what video has brought to their attention.

## Phone Request Prompts Deluge of Calls

From the beginning, *Rich's in Your Home* was thrown open to the public. Dwight Horton, the affable m.c. from the store's personnel department, requested phone calls, "so we'll know what you want to see." These requests, plus telephone purchases, promptly swamped the 12 operators at the Rich's switchboard. Enthusiastic viewers wanted to examine infant's dresses at $1.98, and fur stoles at $1,198.00. In fact, they wanted to see everything in the store, and they were willing to buy what they saw.

One woman phoned to ask for a second look at some television sets she had seen displayed on the air. "Show them again and I'll buy the one I want," she said. And she did.

A five-minute demonstration of an electronic attachment that makes a piano sound like an organ brought three quick sales at $695 apiece. A brief offering of rayon slips at $3.95 netted 21 dozen sales. The manager of the Stueben glass department showed some of his wares before the cameras and reported a greater volume of immediate sales than the store ordinarily does in a month. Phone orders for a $5.95 girdle mounted to 142 within three days. Model airplane kits sold out three times after they were offered on the show.

## Officials of Store Pleased With Results

Rich's officials do not volunteer information about sales results. After all, department store business is a keenly-competitive game, and other big retail outlets throughout the nation have sent representatives to Atlanta to check on this video venture. But developments speak for themselves. The store's television department has set up an elaborate system for checking sales returns, and top executives unanimously call these results "highly satisfactory."

### Actual Examples of Sales Pull Via Television

This is readily understandable when one talks to the heads of various departments in the store. A showing of furs quickly sold three coats, one priced above $1,000. A video display of men's $15 ties resulted in five immediate sales. Results have been equally good on economy items. An offer of $1.95 washable houseshoes for women got 175 phone orders. A salesman for garden supplies rang up more than $1,000 in his cash register following one television appearance. And after making an unusual flower arrangement, a saleswoman from the garden shop sold her entire stock of vases to a single flower club in Griffin, Ga., 40 miles away.

Frank Pallotta, director of visual merchandising, heads the television department at Rich's. Under him and maintaining supervision over the show are Julie Daves, director of special events, and her assistant, Carolyn Kalodkin. Personnel permanently assigned to TV duties total six. In addition, some two-dozen sales persons, models and demonstrators take part on each day's show.

Thanks to careful planning, *Rich's in Your Home* has evolved as a colorful, good-natured television counterpart of the store itself. The same courteous, friendly service that customers expect from Rich's has been carried over into this show. And special pains have been taken to maintain dignity along with the informality, for there's great tradition behind "Rich's, A Southern Institution Since 1867." Mr. Pallotta and his staff have also seen to it that a portion of almost every program is devoted to the promotion of worthwhile community projects.

### Locale of Shows Within Store

The program is aired from the fourth-floor bridge at Rich's, a glass-enclosed area, 50 by 30 ft., which connects the "Store-For-Homes" and the huge main department store across the street. Three set areas are utilized at either end of the studio space. These are backed by 10-ft. flats. Makeshift lights—principally photo-floods and kleig spots—were used originally but these are being replaced by adequate permanent fluorescents. Two studio-type cameras are used and picture quality is excellent. Oliver Healey of the WSB-TV staff has served as technical director of the program since its inception, handling the lighting and audio arrangements.

Virtually all of the participants on the show are sales people recruited from various departments of the store. The problem of molding dozens of amateurs into TV performers has been a big one, especially since new faces are called up for each program. After some experimentation with allowing store personnel to carry the show alone, it was decided to allow professional actresses to open, and guide along the various acts. The actress poses as a proxy shopper, walks into a department, inspects merchandise, plies the sales person with intelligent questions, sees that goods are properly shown to the camera, and voices a cue line to end the scene and carry the show on to the next act.

After several TV appearances, some Rich's employes have exhibited unusual aptitude as performers, and in such cases, they are allowed greater freedom in displaying and discussing merchandise. By having a seasoned actor working in every scene, however, the show maintains a calmness and air of professionalism that would otherwise be lacking. Men, women and children have served as actors when needed, but the schedule regularly calls for two women performers, who alternate appearances on the various acts.

### Approximately Twelve Acts Are Shown

The hour-long show is routined into approximately a dozen acts, each about five minutes in length. Fashion shows frequently require 8 to 10 minutes to show a dozen dresses. In displaying handbags, the sales person can bring out and discuss about six samples in a five-minute period. Similarly, a five-minute spot can be used to sell five or six pairs of shoes. Short acts give the program a fast pace, and the time seems to pass quickly.

A typical hour might include the following: Shoes, dresses, lingerie, small rugs, electric irons, teenagers sportswear, motorboats, bedroom suites, boudoir ensembles, interview with the mayor, cosmetics and sewing lesson.

Every act takes place on a stage area, decorated to look like the proper department of the store. Many viewers, on visiting Rich's, have expressed surprise that the entire show originates in one place, thinking that it comes from various floors. Rich's TV staff lines up the acts a day ahead of presentation, selecting items to show and sales people to perform. Necessary merchandise is then transported to the TV studio. Only on rare occasions has the store allowed simultaneous TV and newspaper display of sales items, preferring to let each medium stand on its own.

One regular feature is a women's fashion show. This has become a "must" because results have been extremely good. The home audience apparently enjoys watching models parade around in new creations, and best of all, customers call up to order what they see.

For the first two weeks, *Rich's in Your Home* was aired from 11 a.m. to 2 p.m., Monday through Saturday. This proved a burden, and put tremendous responsibility on every one connected with the show, which included some 75 persons from Rich's and approximately a dozen from WSB-TV. Now, the program is on from 2 to 3 p.m., Monday through Friday, and Rich's has been able to cut its personnel approximately in half. WSB-TV is using a remote crew of 10.

Although the show is unrehearsed, the entire WSB-TV crew is on hand an hour before showtime to advise on such details as arrangements of sets, display of merchandise, and routining of acts. Questions constantly arise about whether a particular bit of scenery, piece of cloth or silverware will show up properly. And there is always the job of arranging to view tiny items, such as watches and compacts, to the best advantage.

### Store Noises in Background Add Realism to Show

Audio was a headache at the outset. Noises in the store were considerable, but it was decided that such a background of sound would add to the feeling of reality, so no effort has been made to eliminate this factor, only to keep it at a low level. The noise is still sufficient to make the use of recorded musical accompaniment for fashion shows impractical. The result was only one of confusion. Live music from organ or piano has been used, however, without difficulty.

Pick-ups on performers have been accomplished by using stationary boom mikes, desk mikes and hand mikes. A retractable boom would be the ideal solution for proper audio coverage, but since one is not available, an engineer works steadily with the stationary booms, moving them about to cover the action.

Acts are often concluded by fading out video, so that audio can move mikes into position for the next scene. Where mikes are ready, dissolves are generally the means of transition.

Generally, a wide shot is used on one camera to introduce the scene in a particular department. A medium shot on the second camera brings the scene into closer view. Then the first camera changes to a long lens for closeup shots of merchandise. All of the technical equipment on the show is necessarily mobile, since cameras, floor lights and microphones are constantly shifted throughout the hour.

Daily briefing sessions between Rich's personnel and the WSB-TV staff have ironed out many problems. As they gain experience, sales people are learning to show merchandise correctly for TV and to act naturally before the cameras. But the very nature of the show—its ad lib format and daily changing of all the acts—means that new audio and video difficulties will arise.

"We expect to make mistakes because television is new and we're new at it. But we're learning," says Frank Pallotta.

And best of all, Rich's is earning as it learns. Georgians who have sworn by Rich's for many decades are now showing that same affection for Rich's television program. So it looks like Atlanta's biggest department store will be coming into their homes via WSB-TV for a long, long time.

**A CALM and experienced head is needed for calling shots on the fast-moving *Rich's in Your Home* show—capably handled by Producer-Director Elmo Israel Ellis who guides the hour-long feature into a smooth-flowing production. A veteran writer and director of many network shows, Mr. Ellis has served as production manager of WSB-TV since it went on the air two years ago and has created dozens of programs for the Atlanta outlet. Here Mr. Ellis gives the behind-the-camera story of one of WSB-TV's prize accounts.**

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## Mooring Mast for TV

STORY of how the Empire State Bldg. was built strong enough to hold a 50-ton tower for five television antennas at its peak is explained by Dr. Orestes H. Caldwell, former FCC Commissioner, in the December issue of the Caldwell-Clements publication, *Tele-Tech.* Television was not considered in the early '20s when the 102-story structure was planned, but there was talk of a competing skyscraper being planned nearby. Whereupon, ex-Gov. Al Smith, head of the Empire State Bldg., rushed to Washington and offered his tower as a mooring mast for Army dirigibles then at the peak of their development. Accepting, the Army declared a restricted national defense area thereabouts, forbidding nearby lofty structures. Though no dirigible was moored to the great mast, the extra-sturdy steelwork eventually proved a boon for television tower use.

Station
KRLD
TV
DALLAS

Serves
THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT. WORTH

Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500

NOW there are
82,544
Television Homes
in KRLD-TV's
Effective
Coverage Area

The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

# telestatus

## Rorabaugh Reports On Sept. Advertisers

(Report 138)

TOTAL NUMBER of television advertisers in September rose to 3,380, a gain of 135 over the number reported for August. The largest increase was among spot advertisers which gained 83 for a September total of 801. There were 55 network advertisers added between August and September for a total in the latter month of 126, an all-time high. Local business dropped slightly to 2,903 advertisers in September.

These figures are reported by the N. C. Rorabaugh Co. in its *Rorabaugh Report on Television Advertising*. Data for the networks covers the entire month and is reported by the network's headquarters. Station information covers 94% of the then operating stations for the week of Sept. 3-9 and is reported by each individual station.

Bulk of the increase in total network advertisers was reflected in new business, although a majority of advertisers who had been off for the summer returned. In all, there were 149 active accounts during the month. (The sponsor of any given program is considered an "Account." An advertiser who sponsors more than one show is counted once for each one.) There were 50 new accounts added by the networks between the two months while an additional 15 returned from their summer hiatus.

In number of stations used for any one show, Frigidaire Div. of General Motors topped the network list with 61. This lineup was used for the hour-long *Star Spangled Review* on Sept. 14. As a regular advertiser, however, Philco Corp. placed its *TV Playhouse* on 60 NBC-TV stations for an hour each Sunday night. There were 13 accounts active during the month which used 50 or more stations for their programs.

The largest spot advertiser in number of stations used was O'Cedar Corp. The firm placed business on 79 reporting stations. Bulova Watch Co., consistently a heavy user of TV time, ran a spot schedule on 74 outlets. To introduce its new line of cars, Pontiac Motor Div. of General Motors placed business on 73 stations.

There were 10 advertisers which placed business on 40 or more stations. In addition to the above, they included American Tobacco Co., 50; Beechnut Packing Co., 46; Benrus Watch Co., 51; Borden Co., 52; Brown & Williamson, 64; Philip Morris & Co., 40; Rival Packing Co., 40.

The product classification with the largest number of advertisers

(Continued on page 80)

### NUMBER OF ADVERTISERS BY PRODUCT GROUPS

| | Network | Spot | Local | Total |
|---|---|---|---|---|
| 1. Agriculture & Farming | | 2 | 4 | 6 |
| 2. Apparel, Footwear & Access. | 8 | 23 | 168 | 199 |
| 3. Automotive, Automotive Equip. & Access. | 11 | 17 | 300 | 328 |
| 4. Beer & Wine | 3 | 135 | 19 | 157 |
| 5. Building Material, Equip. & Fixtures | | 1 | 95 | 96 |
| 6. Confectionery & Soft Drinks | 15 | 76 | 70 | 161 |
| 7. Consumer Service | 1 | 11 | 235 | 247 |
| 8. Construction & Contractors | | | 20 | 20 |
| 9. Drugs & Remedies | 4 | 21 | 19 | 44 |
| 10. Entertainment & Amusements | | | 56 | 56 |
| 11. Food & Food Products | 22 | 236 | 449 | 707 |
| 12. Gasoline, Lubricants & Other Fuels | 7 | 21 | 50 | 78 |
| 13. Horticulture | | 1 | 12 | 13 |
| 14. Household Furnishings, Equip. & Supplies | 13 | 79 | 551 | 643 |
| 15. Industrial Materials | 1 | 8 | 7 | 16 |
| 16. Insurance, Banking & Real Estate | 1 | 4 | 150 | 155 |
| 17. Jewelry, Optical Goods & Cameras | 4 | 18 | 64 | 86 |
| 18. Office Equipment & Supplies | | 1 | 12 | 13 |
| 19. Publishing & Media | 1 | 11 | 40 | 52 |
| 20. Radio, TV Sets, Phonographs, Musical Instruments & Access. | 9 | 12 | 290 | 311 |
| 21. Retail Stores & Shops | | 1 | 180 | 181 |
| 22. Smoking Materials | 9 | 22 | 5 | 36 |
| 23. Soaps, Cleansers & Polishers | 5 | 29 | 9 | 43 |
| 24. Sporting Goods & Toys | 1 | 4 | 21 | 26 |
| 25. Toiletries | 10 | 36 | 13 | 59 |
| 26. Transportation, Travel & Resorts | | 18 | 5 | 23 |
| 27. Miscellaneous | 3 | 14 | 59 | 76 |
| TOTAL | 126* | 801 | 2,903 | 3,830* |

*Excludes two network accounts which appear in both classification 6 and 11.

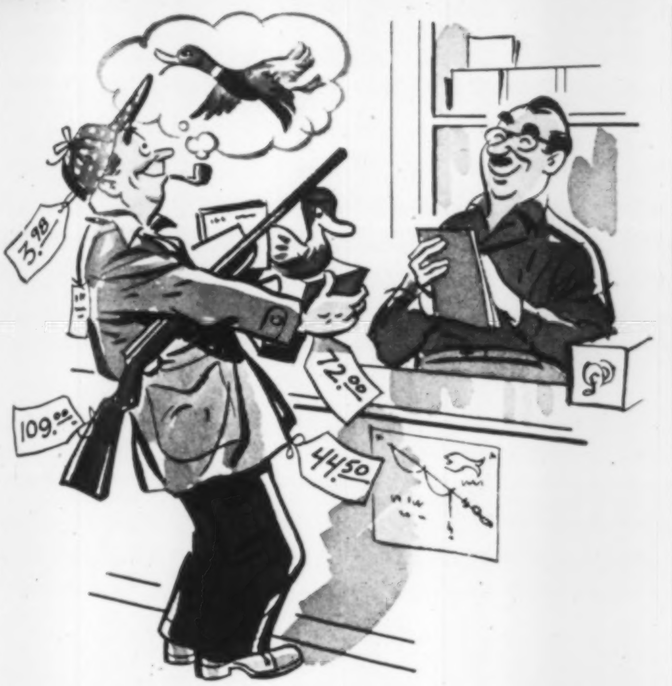
* * *

## Weekly Television Summary—November 20, 1950, TELECASTING SURVEY

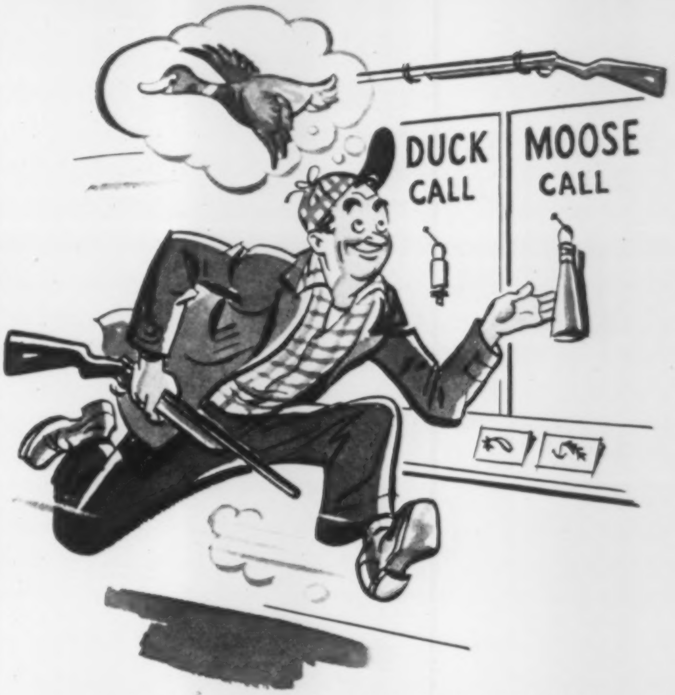
| City | Outlets On Air | Number Sets |
|---|---|---|
| Albuquerque | KOB-TV | 5,000 |
| Ames | WOI-TV | 21,346 |
| Atlanta | WAGA-TV, WSB-TV | 65,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 240,476 |
| Binghamton | WNBF-TV | 26,090 |
| Birmingham | WAFM-TV, WBRC-TV | 26,500 |
| Bloomington | WTTV | 11,000 |
| Boston | WBZ-TV, WNAC-TV | 252,130 |
| Buffalo | WBEN-TV | 149,331 |
| Charlotte | WBTV | 39,724 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 679,417 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 178,000 |
| Cleveland | WEWS, WNBK, WXEL | 349,319 |
| Columbus | WBNS-TV, WLWC, WTVN | 95,000 |
| Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 82,544 |
| Davenport | WOC-TV | 27,962 |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | |
| Dayton | WHIO-TV, WLWD | 106,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 330,539 |
| Erie | WICU | 41,350 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 82,544 |
| Grand Rapids | WLAV-TV | 56,211 |
| Greensboro | WFMY-TV | 30,508 |
| Houston | KPRC-TV | 50,017 |
| Huntington-Charleston | WSAZ-TV | 27,500 |
| Indianapolis | WFBM-TV | 95,000 |
| Jacksonville | WMBR-TV | 20,000 |
| Johnstown | WJAC-TV | 37,800 |
| Kalamazoo-Battle Creek | WKZO-TV | 45,570 |
| Kansas City | WDAF-TV | 73,565 |
| Lancaster* | WGAL-TV | 63,743 |
| Lansing | WJIM-TV | 31,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV | 796,865 |
| Louisville | WAVE-TV, WHAS-TV | 60,250 |
| Memphis | WMCT | 60,176 |
| Miami | WTVJ | 40,000 |
| Milwaukee | WTMJ-TV | 176,989 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 163,400 |
| Nashville | WSM-TV | 12,600 |
| New Haven | WNHC-TV | 109,700 |
| New Orleans | WDSU-TV | 41,853 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT<br>WOR-TV, WPIX | 1,635,000 |
| Newark | WATV | Inc. in N. Y. Estimate |
| Norfolk | WTAR-TV | 39,960 |
| Oklahoma City | WKY-TV | 54,633 |
| Omaha | KMTV, WOW-TV | 45,896 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 695,000 |
| Phoenix | KPHO-TV | 17,400 |
| Pittsburgh | WDTV | 160,000 |
| Portland, Ore. | .................. | 978 |
| Providence | WJAR-TV | 86,880 |
| Richmond | WTVR | 42,534 |
| Rochester | WHAM-TV | 56,205 |
| Rock Island | WHBF-TV | 27,962 |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | |
| Salt Lake City | KDYL-TV, KSL-TV | 31,500 |
| San Antonio | KEYL, WOAI-TV | 32,684 |
| San Diego | KFMB-TV | 58,000 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 99,022 |
| Schenectady Albany-Troy | WRGB | 116,100 |
| Seattle | KING-TV | 50,100 |
| St. Louis | KSD-TV | 206,500 |
| Syracuse | WHEN, WSYR-TV | 80,923 |
| Toledo | WSPD-TV | 57,000 |
| Tulsa | KOTV | 48,150 |
| Utica-Rome | WKTV | 27,900 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 188,585 |
| Wilmington | WDEL-TV | 46,749 |

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,869,374

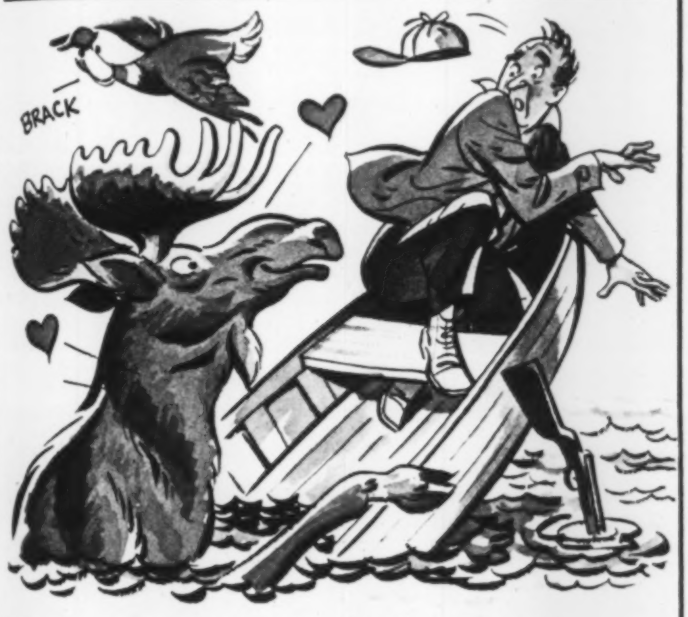
Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



J. HUNTER McNIMROD SO COVETED DUCKS
THAT HE LAID OUT A BREATH-TAKING NUMBER OF BUCKS



THE SAME KIND OF PAINS, WHEN SELECTING HIS LURE,
WOULD HAVE SAVED HIM CONSIDERABLE DISCOMFITURE!



FOR WHAT IS THE USE OF A MOOSE ON THE LOOSE
WHEN IT'S PLUMP, JUICY DUCK THAT YOU AIM TO SEDUCE?

**MORAL:** NOTHING LURES DAYTON
SALES LIKE DAYTON'S FAVORITE
STATION . . . WHIO-TV

## To Sell Dayton,*

# THE SHOW MUST GO ON WHIO-TV

*The lush Miami Valley market (136,000 viewers today, and growing fast) is dominated by Dayton's first and leading station—WHIO-TV. See Pulse†. See the U.S. census. Or better yet, see National Representative G. P. Hollingbery Company!

CHANNEL 13
whio-tv ·AM ·FM
DAYTON, OHIO

†*Pulse September report shows WHIO-TV had 8 out of top 10 once-a-week shows—6 out of top 10 multi-weekly shows.*

# RTMA SET REPORT

## *Sept. Shipments 928,000*

TELEVISION manufacturers sold 4,880,000 TV sets to dealers in 36 states and the District of Columbia in nine months of 1950, according to Radio-Television Mfrs. Assn. September shipments were estimated by RTMA at 928,000 sets compared to 845,000 in August. Figures include both RTMA and non-member company sales. (August and eight-month shipments listed in the Nov. 13 TELECASTING.) County-by-county shipments for September and nine months follow:

| State and County | Sets Shipped Sept. | Sets Shipped Year to Date |
|---|---|---|
| **ALABAMA** | | |
| Jefferson | 4,150 | 13,891 |
| **ARIZONA** | | |
| Maricopa | 1,139 | 4,466 |
| **CALIFORNIA** | | |
| Alameda | 6,679 | 30,566 |
| Contra Costa | 938 | 4,974 |
| Los Angeles | 70,454 | 332,890 |
| Orange | 3,142 | 16,223 |
| Sacramento | 477 | 1,674 |
| San Bernardino | 2,504 | 11,213 |
| San Diego | 5,426 | 23,788 |
| San Francisco | 6,660 | 30,458 |
| San Joaquin | 516 | 2,276 |
| San Mateo | 1,546 | 6,987 |
| Santa Clara | 2,167 | 9,975 |
| Solano | 567 | 2,644 |
| **CONNECTICUT** | | |
| Fairfield | 3,373 | 25,732 |
| Hartford | 3,202 | 20,246 |
| New Haven | 4,641 | 32,523 |
| New London | 155 | 1,505 |
| **DELAWARE** | | |
| New Castle | 3,093 | 16,649 |
| **DISTRICT OF COLUMBIA** | 12,932 | 73,379 |
| **FLORIDA** | | |
| Dade | 3,191 | 13,556 |
| Duval | 2,208 | 5,897 |
| Hillsborough | 315 | 1,009 |
| Pinellas | 2 | 11 |
| **GEORGIA** | | |
| DeKalb | 930 | 5.358 |
| Fulton | 8,035 | 40,339 |
| **ILLINOIS** | | |
| Cook | *53,167 | 341,254 |
| Fulton | 38 | 283 |
| Knox | 303 | 730 |
| Madison | 1,455 | 6,753 |
| McLean | 18 | 317 |
| Peoria | 97 | 1,202 |
| Rock Island | 1,271 | 4,561 |
| St. Clair | 1,265 | 6,922 |
| Tazewell | 36 | 173 |
| **INDIANA** | | |
| Delaware | 393 | 1,618 |
| Lake | 3,700 | 19,630 |
| Madison | 669 | 3,884 |
| Marion | 9,247 | 36,814 |
| **IOWA** | | |
| Clinton | 363 | 755 |
| Polk | 1,615 | 5,785 |
| Pottawattamie | 760 | 2,121 |
| Scott | 1,625 | 4,549 |
| **KANSAS** | | |
| Wyandotte | 2,394 | 6,688 |
| **KENTUCKY** | | |
| Campbell | 928 | 4,758 |
| Jefferson | 6,019 | 24,242 |
| Kenton | 2,238 | 10,202 |
| **LOUISIANA** | | |
| Orleans | 5,021 | 24,753 |
| **MARYLAND** | | |
| Baltimore City | 17,805 | 74,673 |
| Baltimore County | 5,245 | 25,917 |
| Montgomery | 1,094 | 6,385 |
| Prince Georges | 233 | 1,813 |
| **MASSASHUSETTS** | | |
| Berkshire | 736 | 4,740 |
| Bristol | 3,924 | 20,770 |
| Essex | 7,220 | 37,096 |
| Hampden | 612 | 3,408 |
| Middlesex | 11,740 | 57,595 |
| Norfolk | 4,116 | 19 525 |
| Plymouth | 2,199 | 8,101 |
| Suffolk | 18,335 | 111,064 |
| Worcester | 4,621 | 20,791 |
| **MICHIGAN** | | |
| Calhoun | 468 | 2,952 |
| Genesee | 1,357 | 5 250 |
| Ingham | 1,420 | 6,095 |
| Jackson | 317 | 2,543 |
| Kalamazoo | 1,218 | 6,414 |
| Kent | 3,546 | 13,818 |
| Macomb | 599 | 5,884 |
| Muskegon | 749 | 2,518 |
| Oakland | 2,269 | 19,300 |
| Saginaw | 315 | 1,202 |
| Washtenaw | 331 | 4,835 |
| Wayne | *11,380 | 164,793 |
| **MINNESOTA** | | |
| Hennepin | *1,868 | 32,992 |
| Ramsey | 5,738 | 21,089 |
| **MISSOURI** | | |
| Buchanan | 332 | 1,108 |
| Jackson | *17,852 | 22,879 |
| Madison | 393 | 935 |
| St. Louis | 20,324 | 84,851 |
| **NEBRASKA** | | |
| Douglas | 5,710 | 14,192 |
| Lancaster | 436 | 1,227 |
| **NEW JERSEY** | | |
| Atlantic | 1,207 | 6,652 |
| Bergen | 5,174 | 25,480 |
| Camden | 3,253 | 16,618 |
| Essex | 16,614 | 77,020 |
| Hudson | 7,993 | 42,705 |
| Mercer | 3,077 | 14,500 |
| Middlesex | 3,231 | 15,803 |
| Monmouth | 2,674 | 13,722 |
| Morris | 1,499 | 7,315 |
| Passaic | 4,740 | 23,030 |
| Union | 4,845 | 24,991 |
| **NEW MEXICO** | | |
| Bernalillo | 752 | 2,655 |
| **NEW YORK** | | |
| Albany | 2,688 | 14,421 |
| Bronx | 5,675 | 31,140 |
| Broome | 1,731 | 5,520 |
| Chautauqua | 574 | 3,572 |
| Erie | 14,714 | 71,646 |
| Kings | 33,251 | 180,989 |
| Monroe | 7,219 | 43,197 |
| Nassau | 6,250 | 36,327 |
| New York | 43,735 | 201,397 |
| Niagara | 1,314 | 9,800 |
| Onondaga | 6,160 | 30,610 |
| Oneida | 3,336 | 15,108 |
| Orange | 1,104 | 5,522 |
| Queens | 12,160 | 78,891 |
| Rensselaer | 2,093 | 13,900 |
| Richmond | 1,715 | 9,278 |
| Schenectady | 1,204 | 8,739 |
| Westchester | 6,230 | 29,261 |
| **NORTH CAROLINA** | | |
| Alamance | 366 | 997 |
| Cabarrus | 271 | 1,301 |
| Durham | 109 | 189 |
| Forsyth | 275 | 1,222 |
| Gaston | 102 | 1,817 |
| Guilford | 662 | 3,081 |
| Mecklenburg | 576 | 4,183 |
| Rowan | 250 | 775 |
| **OHIO** | | |
| Butler | 2,119 | 11,711 |
| Clark | 1,649 | 6,948 |
| Cuyahoga | *20,226 | 116,871 |
| Franklin | 8,716 | 47,017 |
| Hamilton | 17,324 | 78,844 |
| Lucas | 5,609 | 27,543 |
| Montgomery | 7,427 | 43,101 |
| Scioto | 368 | 975 |
| Summit | 4,397 | 24,707 |
| **OKLAHOMA** | | |
| Muskogee | 119 | 355 |
| Oklahoma | 2,117 | 8,438 |
| Tulsa | 2,120 | 5,871 |
| **OREGON** | | |
| Marion | | |
| Multnomah | -4 | -4 |
| **PENNSYLVANIA** | | |
| Allegheny | 16,728 | 88,698 |
| Berks | 3,092 | 15,261 |
| Beaver | 1,277 | 7,342 |
| Blair | 563 | 1,723 |
| Cambria | 2,043 | 8,299 |
| Dauphin | 887 | 5,131 |
| Delaware | 3,912 | 19,471 |
| Erie | 1,729 | 15,951 |
| Fayette | 1,080 | 5,792 |
| Lackawanna | 289 | 798 |
| Lancaster | 1,790 | 12 251 |
| Lebanon | 529 | 3,774 |
| Lehigh | 2.301 | 10,856 |
| Montgomery | 4,406 | 19,130 |
| Northampton | 1,458 | 7,373 |
| Philadelphia | 41,587 | 185,636 |
| Washington | 1,217 | 6,794 |
| Westmoreland | 2,008 | 10,635 |
| York | 1,092 | 7,584 |
| **RHODE ISLAND** | | |
| Providence | 6,346 | 41,823 |
| **SOUTH CAROLINA** | | |
| York | 188 | 726 |
| **TENNESSEE** | | |
| Davidson | 3,962 | 8,416 |
| Shelby | 5,322 | 24,674 |
| **TEXAS** | | |
| Bexar | 2,847 | 15,800 |
| Dallas | 7,613 | 33,032 |
| Galveston | 174 | 1,022 |
| Harris | 5,368 | 24,909 |
| Tarrant | 3,563 | 17,737 |
| **UTAH** | | |
| Salt Lake | 2,936 | 12,226 |
| Weber | 95 | 299 |
| **VIRGINIA** | | |
| Arlington | 1,186 | 7,346 |

ATLANTA
FIRST
TEST MARKET IN AMERICA
CITIES 250,000 to 500,000 POPULATION
(Sales Management Test Market Survey—Nov. 10, 1950)

| State and County | Sets Shipped Month | Sets Shipped Year to Date |
|---|---|---|
| Henrico | 3,271 | 14,540 |
| Norfolk | 2,851 | 18,265 |
| Pittsylvania | 26 | 54 |
| Warwick | 313 | 2,752 |
| WASHINGTON | | |
| Clarke | 12 | 348 |
| King | 2,466 | 11,485 |
| Pierce | 624 | 3,329 |
| WEST VIRGINIA | | |
| Cabell | 1,864 | 5,976 |
| Kanawha | 589 | 2,033 |
| WISCONSIN | | |
| Milwaukee | *8,929 | 59,557 |
| Sub-Total | 789,460 | 4,232,660 |
| AREAS UNLISTED | 138,540 | 647,340 |
| GRAND TOTAL | 928,000 | 4,880,000 |

NOTE: *Reflects deductions resulting from adjustments applicable to prior months.

## Phonevision Delay

ZENITH RADIO CORP. was granted further delay by FCC last week of its 90-day Phonevision tests until Dec. 1. They previously were postponed from Oct. 1. With Comr. E. M. Webster dissenting, FCC wrote Zenith: "Since you now state that you believe that you will procure the necessary films 'in the near future', the Commission expects the Phonevision tests to begin on Dec. 1 . . . and that requests for further deferments will not be filed."

ROBERT P. WAKEMAN, research engineer in charge of propagation department, Allen DuMont Labs, spoke on VHF and UHF wave propagations at recent meeting of Radio Club of America in New York City.

## Strike Threats

*(Continued from page 22)*

Actors Equity Assn., and Chorus Equity Assn. Company representatives included Joseph Ream of CBS, Victor T. Norton, and Charles R. Denny of NBC, Joseph H. McDonald of ABC, Edward McCrossin of Dumont network, and Jules Seebach of WOR-TV New York.

Ronald Reagan, president of Screen Actors Guild of Hollywood, which is currently disputing the TVA claim to jurisdiction over television film talent through National Labor Relations Board channels (see story page 66), announced in Hollywood that SAG members would not cross TVA picket lines in event of a strike. However, the strike would not extend to film talent as such, nor affect the SAG position in the jurisdictional dispute.

On Wednesday the New York State Board of Mediation offered its services in the television-network negotiations and reportedly was accepted by management, with the performers remaining silent.

Television Authority published a set of demands when it was organized last May [BROADCASTING, May 8] which presumably was presented to the networks at the first meeting of the two parties on Sept. 14. However, neither side has released information indicative of the course discussions have taken since.

**S. S. FOX (left), president and general manager of KDYL-AM-TV Salt Lake City, and Easton C. Woolley, newly-named executive vice president, confer as Mr. Woolley begins his new duties. Mr. Woolley, formerly director of NBC station relations department, had resigned that post earlier this fall to return to his native Salt Lake City and KDYL operations.** [BROADCASTING, **Sept. 18**].

## Queen City To Sponsor

QUEEN CITY Brewing Co., Cumberland, Md., will sponsor *Boston Blackie*, a Frederic W. Ziv Co. package, in 22 markets in Maryland, Pennsylvania, Virginia and West Virginia. Station list is currently being selected.

# WCON-TV TEST

### FCC Considers Request

INDICATION was made by FCC last week it would consider a request by Atlanta Newspapers Inc. to operate WCON-TV on Channel 2 (54-60 mc) for limited propagation test purposes, subject to condition that tone signal and test pattern only are aired.

The offer was made by the Commission in granting Atlanta Newspapers additional time to complete construction of WCON-TV until Feb. 15, 1951, since difficulty has been found in the antenna installation. Authority to conduct equipment tests was similarly extended.

FCC earlier had asked the newspaper firm to indicate specifically whether it would retain the *Journal's* WSB-TV on Channel 8 (180-186 mc) or the *Constitution's* WCON-TV which it obtained under merger of the papers and stations [BROADCASTING, Aug. 21]. It's expected WSB-TV's Channel 8 assignment will be relinquished.

FCC has ruled ANI may not operate the stations simultaneously and it will not issue a program authorization for WCON-TV except simultaneously with cessation of operation of WSB-TV and surrender of its license. The Commission also ruled against an ANI propagation test proposal which also contemplated use of WSB-TV.

waga
★AM·FM·
★TV·
A FORT INDUSTRY STATION

★ **FIRST** NETWORK IN AMERICA CBS Affiliate Stations!

**FIRST** IN LOCAL SPOTS AND GROSS SALES—WAGA-TV —LOCAL ADVERTISERS KNOW WAGA-TV SELLS!

**FIRST** WEEKLY DAYTIME AUDIENCE CHOICE OF WAGA RADIO FAMILY MARKET OF $1,000,000,000. 00!

★ ★ **FIRST** CHOICE FOR ATLANTA MARKET BROADCAST-TELECAST TESTS SHOULD BE WAGA—WAGA-TV!

*Represented Nationally By*—THE KATZ AGENCY, INC.
Tom Harker, *National Sales Manager*, 488 Madison Ave., N.Y. 22

On the dotted line . .

**MOTOROLA** participation in sponsorship of *Four Star Revue* in NBC-TV is set by (l to r): Walter Steelner, v. p. of Motorola; Dave Mahoney, account exec., Ruthrauff & Ryan; Willson Tuttle, v. p. of radio and television at agency; Pat Weaver (seated), v. p. charge of television for NBC-TV; Barry Ryan, R&R president.

**W. SOMERSET MAUGHAM** (r), British author, concludes pact with Martin L. Straus II, president and board chairman of Bymart Inc. (Tintair home hair coloring product) whereby Mr. Maugham became host-commentator on *Teller of Tales*, half-hour weekly CBS-TV show which started Oct. 18 [TELECASTING, Oct.9]

**CO-SPONSORSHIP** of U. of Southern Calif. and UCLA games on KTTV (TV) Los Angeles is discussed by (l to r) H. L. Hoffman, pres., Hoffman Corp.; Gus Culbertson, chairman, Chevrolet Dealers ad committee; Carl Blumay, promotion mgr., Walter McCreery Inc., Hoffman agency; Richard C. Francis, v. p.-West Coast gen. mgr., Campbell-Ewald, Chevrolet agency.

**CONTRACT** double check is given by Chef Milani prior to his new KNBH (TV) Hollywood show. In background (l to r): Don Norman, KNBH sales mgr.; Frank Oxarart, Oxarart & Steffner Inc., packager; John R. Markey, station account executive

**COMPLETING** negotiations for F. & R. Lazarus Co. department store to sponsor five-a-week half hour merchandising show on WBNS-TV Columbus, Ohio, are Robert D. Thomas (l), sales manager of WBNS-TV, and William Miller, Lazarus ad mgr.

**GIGANTIC** local TV buy of one hour daily for 13 weeks on WLWT (TV) Cincinnati made official by (l to r, clockwise) John T. Murphy, dir. of television operations for Crosley Bcstg. Corp.; E. V. Dinerman, pres., Dinerman Adv. Agency; Irvin Dworkin, publicity dir., Shillito's, sponsoring department store; Fred Lazarus 3d, executive v. p., Shillito's.

**DUAL** contracts for *Sunday Theatre* on WPTZ (TV) Philadelphia are made official by Robert F. Boyce (seated, l), v. p. and gen. mgr., Zippy Products Inc., and Louis V. Honsher, Bendix sales mgr. for Raymond Rosen & Co. Watching are James A. Aull (l), Martin Agency; Alexander W. Dannenbaum, WPTZ coml. mgr.

# NEW COST-OF-LIVING DATA

## Labor Dept. To Include TV Set Prices in Indices

PRICES of TV sets are being compiled "experimentally" by the Labor Dept.'s Bureau of Statistics, which plans to include the data in its cost-of-living indices in 1951 or 1952, it was learned last week.

The bureau expressed doubt that the data can be made available in time for next year's revised consumer price index, but said it is gathering data from television manufacturers and retailers which, when compiled, would list television set costs for the first time. Radio set prices have been included in past years.

The TV phase is part of the Labor Dept.'s three-year program (1949-51 inclusive) for adjusting the "interim" purchases made by moderate income groups, and may be included in two separate studies —the wholesale price index and consumer price listings.

A bureau official stated that inclusion of TV receiver purchases does not necessarily mean that they should be deemed "essential" goods. The indices comprise all available data on purchases of durable goods by moderate income families, many of whom have bought sets, they explained.

The retail or consumer price index, due early next year, will include prices paid by the consumer in 34 large cities for durable goods, including TV sets if the material is compiled by that time. The second index will list manufacturers' selling prices at the wholesalers' level. Latter survey is due about mid-1951.

# SHOPPERS' SHOW

## KPRC-TV Aids Housewives

CITY-WIDE bus strike in Houston has given KPRC-TV there an opportunity to show its service mettle by bringing merchandise from Foley's Dept. Store right into the homes of stranded shoppers—by means of television.

"If you can't come to Foley's, Foley's will come to you"—is the motto used by the store and KPRC-TV employes as a result of the bus strike. Station and store officials all agree that the job being done is proving worth while.

The TV presentations consist of two phases, opening with a fashion parade. Foley's merchandising personnel then select items for display in much the same manner as if customers were actually in the store. Models who pose as shoppers tour different stages and examine the merchandise, which cameras pick up everything, right down to the price tags. Sales and advertising personnel also take a hand in the program.

### Phone Orders

Viewers telephone Foley's when they see something they would like to purchase and the store delivers purchases direct to viewers' homes. Toys have moved particularly well, with 23 direct sales resulting from one spot featuring a miniature train.

TV presentations utilize services of 50 people, including a dozen technical crewmen, and one large studio divided into four smaller segments. Planning is done by Miss Ruth Sorrells, Foley advertising manager, and assistants. Gene Heard of Wilkinson-Schiwetz and Tips Inc., is producer and announcer. Gene Meyer of KPRC-TV directs the production, seen daily, Monday through Friday, 1:30-2:30 p. m., Saturday, 1-2 p. m. and Sunday, 12:30-1:30 p. m.

# SUPPORTS VIDEO

## Lehman Promises Action

FOLLOWING his re-election, Sen. Herbert H. Lehman (D-N. Y.) promised to promote constructive interests in television, in a letter sent to Harry Friedman, personnel director of DuMont TV Network.

He said the great contribution of television as a communications medium "should be further expanded through cooperation between the television industry, the government, and consumer." He added: "You may be assured when I return to the Senate that I shall work to promote the legitimate and constructive interests of television which has brought such new wonders of education and entertainment to this country."

# BASKETBALL RIGHTS

## USC, UCLA Ask $100,000

TELEVISION rights for USC and UCLA home basketball games for this season are being offered to Los Angeles TV stations by Music Corp. of America, Los Angeles, which was signed to represent both colleges. Price being asked for the combined package is $100,000.

Season gets underway Dec. 1 for 18 weeks with schools having 16 home games each scheduled. Several sponsors are said to be interested in telecasting of games, but names were not available.

# PHILCO TV CHANGES

## Joffee Elected President

SIDNEY A. JOFFEE, vice president and general manager, Philco Television Corp., New York, has been elected president, succeeding A. H. Stobbe, who has resigned.

Harley R. Wahl has been elected treasurer of the same corporation, succeeding David Cogan, who also resigned.

## EUROPEAN TV
### State Plans Film Service

STATE DEPT. is setting up a television unit within its International Broadcasting Division, which operates Voice of America programs, to furnish TV film material to foreign TV stations, it was revealed last week.

While personnel has not yet been set, it was learned that the unit will appoint a director to consult with TV networks and film firms in this country, and make arrangements to distribute documentary, scientific and institutional films overseas. The unit would work through U. S. information and educational officers in foreign countries.

**TV Material Used**

Both Paris and Rome USIE offices already have contacted overseas TV authorities and supplied material for television broadcasts.

In Paris, officers supplied photo sequences dealing with U. S. housing conditions and prepared by USIE field personnel. Other material was offered to French TV broadcasters, comprising documentary and technical films. The State Dept. also sent technical and informational data on the American television industry and its most popular programs to the Rome office for loanout to the Vatican TV station, with the latter assuming any liability for royalties which may arise.

Robert Ross, assistant chief, program operations branch, IBD, has been working on the presentations, and now is trying to enlist the support of U. S. TV broadcasters and film groups who would be asked to prepare various types of TV program fare for overseas broadcasters. Similar films also have been sent to Great Britain and Sao Paulo and Rio, Brazil.

## WARNS SET DEALERS
### BBB Cites Misleading Ads

NEW YORK TV set retailers last week were warned against "confusing, inaccurate and misleading representations regarding the new federal excise tax." The New York Better Business Bureau pointed out that "reference to a '10% excise tax' or '10% manufacturer's excise tax' has led many consumers to believe that the new tax is 10% of the retail price," instead of the manufacturer's price. Don't use "10%" in copy unless this is made clear, the bureau urged.

The bureau also recommended that all the items of cost, including additional payments of excise tax or other extras, be published along with the retail prices. In advertising current TV sets purchased by retailers before imposition of the new tax, the bureau said they should not be described as "tax free" or having "no excise tax," since manufacturers paid an excise tax before Nov. 1 on parts going into the sets.

## LIMITED COLOR
### Dr. DuMont Sees Little Use for CBS System

BECAUSE the more than 8 million TV sets for which American consumers have spent over $3 million cannot receive color telecasts by the CBS field sequential system approved by the FCC, "we question whether there will be any substantial amount of color broadcasting under this method," Dr. Allen B. DuMont, president, Allen B. DuMont Labs, said Wednesday at a dinner of the Men of Science and Industry at the Waldorf-Astoria, New York.

"The use by all broadcasters of these new color signals would make it necessary to rebuild all existing television receivers," Dr. DuMont said. "Therefore, we don't expect that commercial broadcasting stations will be particularly interested in sending out these color signals on anything but an experimental basis, and then at inconvenient hours and for short periods of time only. Advertisers, obviously, aren't going to pay for programs if you are unable to receive them."

**Carried by DTN**

Dr. DuMont's address was telecast by the DuMont TV Network, including a demonstration of the effect of the CBS color system on standard black-and-white home receivers—a hodgepodge—and a view of the enormous cabinet that would be required to house a color wheel large enough to add color to the new 30-inch DuMont viewing tube. This would require a wheel eight feet in diameter, Dr. DuMont stated.

Noting that this system would reduce the 200,000 elements in the present TV picture to 80,000 "a tremendous lessening in picture resolution," he concluded:

"All in all, we feel that the FCC has given the industry permission to broadcast a Model T type of color video picture, and we don't believe that many consumers will be interested at its present stage of development."

Dr. DuMont's talk was followed by demonstrations of DuMont-developed steroscopic television systems for industrial use in controlling remote operations and closed-circuit color systems for industrial, medical and merchandising use. These demonstrations, which also were telecast, were conducted by Dr. Thomas T. Goldsmith Jr., Dumont director of research.

* * *

In a speech Thursday at the Radio Executives Club of New York meeting, Dr. DuMont said TV set sales have held up fairly well to date and the defense program that is coming on most likely will curtail the supply of sets on the market so the effects of FCC's color decision on manufacturers and the public probably will not be too serious.

The task of altering present TV sets so they can receive CBS color telecasts in monochrome is difficult and will cost from $50 to $75 a set, Dr. DuMont said, adding that the reduction of picture definition is so marked that he doubts whether the public will want their receivers so modified. The addition of color makes up for the lack of definition, he stated, but the color wheel presently used in the CBS system has the disadvantage of limiting picture size to 12½ inches for all practical purposes. He also stressed that the problem of converting black-and-white sets for color reception is not an easy one, particularly as 87% of the cathode ray tubes now being made have viewing screens larger than 12½ inches.

Noting that a color receiver needs full black-and-white reception equipment, plus a scanning disc, an electric motor to turn the disc, a different cathode ray tube, and other extra equipment, Dr. DuMont estimated that a new color receiver will cost about twice as much as a black-and-white set, and will also be two to three times as large.

**Limited Programming**

Broadcasters starting to telecast programs in color with the CBS system must start with no audience, which means they will limit their programming color to the off hours, Dr. DuMont said, noting that this does little for the manufacturer to promote the sale of color sets and encourage him to manufacture them. If CBS really wants to put color over, he said, it should go into fulltime color programming to give manufacturers some incentive to make color sets.

With a compatible system this problem would not arise, Dr. DuMont pointed out, as stations could immediately go into colorcasting with the realization that all present set-owners could get their programs in monochrome while those who wanted to buy color sets could receive the same programs in color. He said that in his opinion the Commission should have given the same decision on color this time as it did at the end of the 1946 hearing, that it is not yet ready for commercial service.

## XMAS CATALOG
### Hecht Co. Sets TV Show

A CONSPICUOUS convert to television's merchandising potentialities, The Hecht Co., Washington, plans to back up its Christmas catalog distribution with something more than mere postage.

The store is counting heavily on television to stimulate early use of the 86-page book with a new series of telecasts, *A Xmas Catalog of the Air*, on WTOP-TV Washington. Program will be aired Wednesday, Thursday and Friday, 7-7:30 p.m. until mid-December, demonstrating the appeal of some 300 odd items. Main pitch will urge early use of order blanks, with secondary emphasis on Hecht Co. as Christmas shopping headquarters.

James Rotto, Hecht's sales and publicity director, and other store officials believe this is the first time a Christmas catalog has been "brought to life" on television. Hazel Markel and Ted Lingo will handle the commercials. Additionally, newspaper advertisements will call attention to the catalog distribution. Harwood Martin Agency, Washington, handles the store's advertising.

## MOVIES ON TV
### SAG Will Seek Added Pay

ADDITIONAL compensation for motion picture actors whose films are later released for television use will be sought in the next Screen Actors Guild contract negotiations with film producers, Ronald Reagan, SAG president, announced at a recent membership meeting in Hollywood.

Mr. Reagan also stated at the meeting that while SAG would fight with all its resources against the attempt by Television Authority to "invade the motion picture field," he felt sure that in the event TVA members decide to strike against the networks in live television, no SAG member would cross a TVA picket line.

WSAZ-TV
Channel 5
Exclusive Coverage of the Rich
HUNTINGTON-CHARLESTON Market
Now Interconnected

OHIO
PORTSMOUTH
IRONTON
W. VA
ASHLAND
KY.
36 MILES
HUNTINGTON
CHARLESTON
LOGAN

Rep. Nat. by the Katz Agency

# JOHNSON LETTERS

## *Made Public*

CORRESPONDENCE of Sen. Ed C. Johnson (D-Col.) with FCC and CBS with respect to color television was made public voluntarily last week, following Pilot Radio Corp.'s subpena for it the week before [TELECASTING, Nov. 13].

Both FCC and CBS protested inclusion of the letters in the court record of RCA's suit against the Commission's color decision, but made copies available. Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, who had insisted that "every shred" be made public, also released copies.

The correspondence revealed that an FCC staff memorandum in June 1948, submitting patent data to the Commission, contended it was "highly possible that RCA has been delaying developments in monochrome television broadcasting in the UHF band . . . because of its patent position as to color television."

### Patents Question

The memorandum, from which Sen. Johnson quoted in a letter telling FCC Chairman Wayne Coy that a "patents question" should have been included in the color proceeding from the outset, held that RCA apparently did not have a "practical" electronic color system.

"Therefore," the memorandum said, "if RCA developed equipment for the UHF band for monochrome television broadcasting it would stand a big chance of losing its dominant position as to television patents because someone else might bring forth the right color system." At that time it was thought "the home of color television is in the ultra highs because of the wide channels needed," according to the FCC staff memo.

The correspondence disclosed that Brig. Gen. David Sarnoff had written to Sen. Johnson in response to some of his statements about TV patents, enclosing a letter by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, outlining the help RCA had given other manufacturers in developmental work and through the RCA licensing policies.

In a May 13, 1949, letter to Gen. Sarnoff, Sen. Johnson said in part:

**If RCA and Dr. Jolliffe were to come forward tomorrow and say in effect: Authorize color television; open up the ultra-highs; we know there will be improvements but we are just as ready as anyone to go ahead and we will go ahead; make the standards elastic and make clear they are minimal and give science its head. If that were RCA's position it would seem to me that these questions that have been troubling many regarding RCA's alleged undue influence in Commission's policies would disappear overnight.**

### Suggests Condon Study

The collection of letters—many of which were released at the time by FCC or Sen. Johnson—included one in which Sen. Johnson invited E. U. Condon, director of the National Bureau of Standards, to set up the so-called "Condon Committee" to study the prospects for color TV and report to the commerce committee.

In August 1949 Sen. Johnson wrote FCC's Acting Chairman Paul A. Walker that he couldn't understand why former pro-color interests were now so "very cold." He said color TV was "here," and that the fact that it would improve was no reason for FCC to delay.

"The radio manufacturers who are seeking to slow up the advance of science, and throw roadblocks in the way of progress, appear to be motivated by selfish financial reasons," he said.

On Sept. 28, 1949, when FCC's color TV hearings were getting under way, Sen. Johnson wrote Chairman Coy asking that a daily transcript of the proceedings be provided the commerce committee.

On Nov. 25, 1949, he thanked Mr. Coy for the daily transcript and "commended" FCC for its "dynamic, forward-looking attitude with respect to the adapter invented by [Edward] Chapin and others." This, he said, "more or less effectively disposes of the 'compatibility' bugaboo."

On Aug. 4, 1950, Sen. Johnson wrote Chairman Coy saying statements made by Gen. Sarnoff and CBS President Frank Stanton, opposing delay in the color decision, "prove conclusively once and for all that the selfish interests conspiring for delays are not the pioneers who have fought the hard battle in the laboratory and expended millions of dollars to make this amazing recreational and educational development available now to the American people."

On Sept. 2, the day after issuance of FCC's First Report preferring the CBS color system over those of RCA and Color Television Inc., Sen. Johnson sent Chairman Coy "my thanks and commendation to you personally and all of your colleagues for a difficult job well done and for the progress made thus far."

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RADIO and TV STATIONS
*Profits Depend on*
**Efficient Personnel**

Our Graduates are
Checked for
- Ability and Enthusiasm
- Appearance and Personality
- Integrity and Showmanship

Trained by
- Network Professionals

Trained to
- Do more than one job well
- Understand your operational problems

Trained with
- Complete TV and Radio Commercial Equipment

Trained under
- Actual Broadcast Conditions

*For Prompt Free Service*
*Call, Write, or Wire*
**Personnel Division**
**SCHOOL of RADIO TECHNIQUE**
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# THEATRE NEWS

## TV Test Starts in New York

EXPERIMENT of substituting television news, shown on specially-installed RCA theatre-size screens, for newsreels in two New York motion picture theatres for a two-week period, was begun last Monday, according to an announcement by Leslie R. Schwartz, general manager of the Century Theatre chain.

The *Camel News Caravan* over NBC-TV, Monday through Friday, at 7:45 p.m., is being used to determine the reaction of patrons of the chain's Queens Theatre, Queens Village, and Marine Theatre, Brooklyn. Arrangements were made by Mr. Schwartz, Harold H. Newman and Nathan Halpern of Century; Stanton Osgood, manager of film production and theatre television for NBC, and representatives of William Esty Co., agency for Camel cigarette show's sponsor.

**AT PARTY opening the Videodex office in New York (l to r): Lawrence Ely, Videodex eastern manager; Oscar Katz, CBS research director; Harper Carraine, assistant research director, CBS; David Sunbury, Colgate-Palmolive-Peet Co., and Allan Jay, president of Videodex.**

# SAG-TVA TIFF

## NLRB Hearings Hel

NLRB hearings on conflicting claims of Screen Actors Guild and Television Authority for jurisdiction over actors in television started last Monday (Nov. 13) in Los Angeles and go into the second week today (Nov. 20).

Sessions are expected to continue for several weeks. Daniel J. Harrington is board hearing officer.

Hearings were initiated when SAG petitioned NLRB for certification as bargaining agent for actors in films in Southern California however exhibited. TVA, a new union which represents five live talent unions intervened in the case seeking to set itself up as bargaining representative for all actors in television, either live or film. Guild's position is that there should be one union for actors in any type of film; TVA stand is that actors in telecast motion pictures should have a separate union from those in theatrical pictures.

SAG presented its case in the first three days of hearings, with TVA expected to have completed its presentation by the end of last week.

### Executives Testify

Five motion picture executives were introduced as witnesses by the guild, Hal Roach Jr., president, Television Film Producers Assn.; Charles Boren, vice president in charge of labor relations, Assn. of Motion Picture Producers; Dixie Fuller, casting director, Apex Pictures; Harry Cohen, president, Apex; I. E. Chadwick, president, Independent Motion Picture Producers' Assn.

Mr. Roach testified that often his studio did not know in what particular form of exhibition a picture would find its first release until after the completion of the picture.

Earlier, John Dales Jr., SAG executive secretary, gave the histor and background of the union.

Two witnesses for TVA, John Brown, radio and TV actor and Knox Manning, radio announcer, discussed wide difference in earnings in television film and motion picture film.

Also speaking on behalf of TVA was Ken Carpenter, chairman of western section, TVA national board, who presented background of the new union. He further reiterated TVA stand that if and when SAG and SEG want to join the new union on a co-operative partnership, proper amendments would be made to include them.

Attorneys representing unions are William Berger for SAG; Robert W. Gilbert, SEG; David Ziskind, and I. B. Kornblum, TVA.

# ASCAP Extends

ASCAP has extended the interim licenses authorizing the use of its music to all TV broadcasters pending completion of negotiations for license terms until Dec. 15.

# FILM BIDS

## ATS Working on Standardized Form

AMERICAN Television Society is taking immediate steps to eliminate the confusion between advertising agency and film producer which currently hampers the production of filmed commercials for video use, wasting time at both ends and adding to the cost of the commercials.

ATS board, meeting last Tuesday, approved a proposal that the society contact both agency buyers of filmed commercials and the producers of such films with the goal of working out a standardized specification form for use by agencies in asking for bids on films from producers. Board also authorized ATS President David Hale Halpern, radio and TV vice president, Owen & Chappell Inc., to appoint a committee to carry out this assignment.

Action stemmed from an ATS forum on "Advertising Agencies Versus Film Producers—Friend or Foe?" held Nov. 9 at the New York Advertising Club. G. D. Gudebrod, director of film production, N. W. Ayer & Son, and Ray Lynn, art director of television, Benton & Bowles, presented the agency viewpoint and Leslie Rausch, president, Leslie Rausch Inc., and Joseph Dunford, vice president, Transfilms, spoke for the film producers. Don McClure, supervisor of TV production N. W. Ayer & Son, was forum chairman.

Discussion soon revealed dissatisfaction on the part of agencies with wide variations in bids rendered by different film producers for the same job and on the part of film producers with the agencies' failure to explain exactly what they want the completed film to be. Each side blamed the other for the frequent failure of the finished film to satisfy the advertiser.

### Cites Industrial Films

Asked whether the same problems did not occur in the making of industrial films and so should not be laid at television's door, Mr. Rausch admitted that they did. But he explained that most commercial films are two- or three-reel packages costing $20,000 or more, so that a correction costing $200 amounts to 1% or less on the total and so is relatively unimportant. In television, however, a $200 correction on a one-minute film costing $1,000 is a 20% item and therefore very important.

Richard Rawls, regional manager, ABC stations department, proposed ATS intervention to attempt to secure standardized specification forms, after the discussion had shown that much of the trouble in the production of film commercials arose from lack of understanding.

## Rosefield Series

ROSEFIELD Packing Co., Alameda, Calif. (Skippy Peanut Butter), last week signed a five-year contract with Oxarart & Steffner Inc., Hollywood television packager, for a series of half-hour variety shows starring Art Baker, to be placed about Dec. 28 on KTTV (TV) Los Angeles as *Skippy Variety Theatre* and eventually kinescoped for a full network showing. Contract calls for 52 half-hours weekly with options for the next four years. Agency Guild, Bascom & Bonfigli, San Francisco.

# DuMONT PROFIT

### Net Up 199% Over 1949

A NET profit increase of 199%, and sales increase of 77%, in the 40 weeks ending Oct. 8, 1950, as compared with the corresponding period of 1949, was reported last week by the Allen B. DuMont Labs Inc.

Sales dollar volume was $52,273,000, compared with $29,507,000 for the same period in 1949, Dr. Allen B. DuMont, president, announced. Net profit was $5,018,000 after taxes and all charges including network losses, or $2.08 per share on 2,360,576 common shares outstanding Oct. 8, 1950. This compares with 75 cents a share on 2,101,597 common shares outstanding Oct. 8, 1949.

Cash balances in excess of $13 million and additional credit resources of $5 million from a bank standby agreement are available to meet "the exigencies of the present complicated situation" in the television industry, Mr. DuMont said.

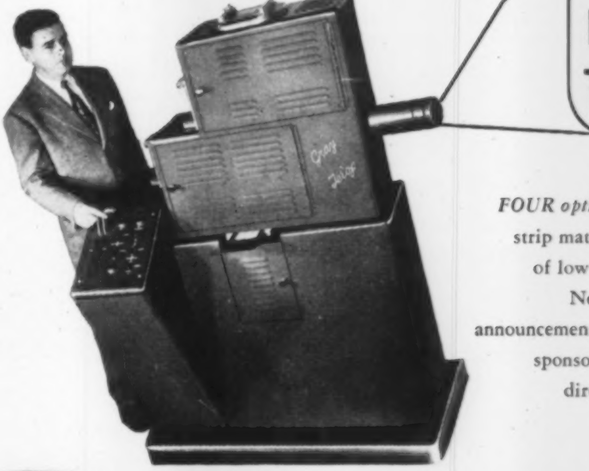
"Between June 18, 1950, and Oct. 8, 1950, Dr. DuMont said 1,919 shares of preferred stock were converted into 2,110 shares of Class A common stock. On Oct. 8, 1950, there were 132,048 shares of preferred stock outstanding, convertible at the present time into 1.1 shares of Class A stock for each preferred share.

"This increase has been accomplished despite new consumer credit restrictions incorporated in Regulation W of the Federal Reserve Board, despite the FCC freeze on the construction of new television stations, and in spite of the confusion resulting from the recently announced decision on the question of color television," Dr. DuMont noted.

Regarding color, he said: "We estimate that for the near future color telecasts will be on the air from only a few stations. Looking further ahead, the problem of color development will probably be complicated by the present lack of color equipment and the necessities of an accelerated defense program."

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING



THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

*Gray* MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

*Gray* TV CAMERA TURRETS

*Enable a single camera to serve several projectors.* Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

*Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph*

## Metal Shortages

*(Continued from page 23)*

alleviate this situation."

"Until further notice . . . pending completion of our investigation as to the size and nature of the defense requirements, your company is hereby directed . . . to withhold delivery of this material from all purchasers, including those using defense orders and agencies of the U. S.," Gen Harrison wrote.

He also asked the firm to advise NPA of "any cases known to you where compliance with this directive would result in serious impairment of the defense program, a severe dislocation of operation for essential civilian purposes, or in undue hardship. The cases will receive our prompt consideration."

The effect of NPA's metals curtailment program on the communications industry and apprisal of future military needs were to be discussed last Friday in a meeting with producers and users of communications equipment. Representatives of Stromberg-Carlson, RCA Communications Inc., Western Electric Co., American Cable & Radio Corp., Western Union Telegraph Co., American Telephone & Telegraph, General Cable Corp. and other companies were slated to attend.

### Government Representatives

Gen. Harrison and Donald Parris, General Products Division, NPA, were two of the government officials scheduled to discuss these problems with industry officials.

Meanwhile, it was learned that the government hopes to develop other sources—French Morocco and Sweden, among them—for import of cobalt.

E. K. Jencks, NPA Metals and Minerals Division, told BROADCASTING earlier that the cobalt situation is "extremely serious" and that the government is taking every step to insure that essential uses will not be overlooked. He thought any order would be directed at the "more frivolous" uses of cobalt rather than its application in such essential industries as electronics.

The U. S. government imported 7,458,000 pounds of cobalt metal in 1949. Magnetic alloys accounted for the largest single use of cobalt. Typical application for the magnet (alnico 5DG) is in the loudspeaker and magnetic assembly which require high field strength and are magnetized after final assembly.

NPA's order cutting back civilian use of aluminum 35% was announced last Monday by Administrator Harrison. The order provides that manufacturers will be limited to 65% of the average amount of aluminum they used during the first six months of 1950, thus altering the tentatively suggested base period of 12 months beginning July 1949 [BROADCASTING, Nov. 13]. Industry had urged the first nine months as a base. The order becomes effective next Jan. 1.

Electronics manufacturers will be allowed, however, to use 100% of their average monthly consumption during that same period "to provide time for necessary adjustment." The directive applies to users of aluminum products and forms and does not limit production by aluminum producers or converters to aluminum forms or the use in production of other metals or metal alloys.

Gen. Harrison said the order "simply distributes available supply to all non-military users in accord with the pattern of use earlier in the year," and that "defense needs" deprive non-military users of aluminum.

The six-weeks lapse between now and Jan. 1, effective date of the order, was given to permit electronics and other manufacturers to revise production schedules and find substitutes for aluminum now used in TV condensers, indoor aerials, etc. [BROADCASTING, Oct. 30].

Administrator Harrison told a news conference that, while the government hopes to stabilize price of raw aluminum, it was "probable that prices for radio and television sets might increase because of the cutbacks. Another result, he conceded, would be temporary unemployment in some industries.

### Aluminum Situation

He held little hope for sizable expansion of aluminum production during the first half of 1951, and was unable to report any additional progress on a plan to obtain additional supplies from Canada.

The National Security Resources Board reported last week, however, that the U. S. had rejected an offer of Alcan (Aluminum Co. of Canada) for a shipment of 450,000 pounds of the metal over a three-to-five year program at an estimated cost of $75 million.

The rejection came in the form of an offer that was "permitted to lapse" last Oct. 31. Officials said the company could not guarantee "immediate" shipments that would have been of sufficient quantity, and that the firm wanted to spread the supplies out over one, two, three or more years. The rejection presumably was ordered by NSRB Chairman W. Stuart Symington.

The prediction that mid-1951 may usher in full-scale controls was voiced by Manly Fleischman, NPA general counsel, last Wednesday. He said this would involve complete allocation of aluminum, copper and other materials, and would be necessary because of an estimated $50 billion to $60 billion military budget for fiscal 1951-52.

The defense supplemental, now being readied by the Pentagon, would raise appropriations during the current fiscal year to about $35 billion. The present expenditures (regular and supplemental call for about $2.5 billion for electronics, with some contracts still to be let, while the proposed new outlay would include another $1 billion for that purpose.

### Request to Congress

Defense Dept. hopes to submit the request to the 81st Congress when it reconvenes Nov. 27 (next Monday), it was understood.

NPA Administrator Harrison met on successive days (Wednesday and Thursday) last week with aluminum producers and fabricators to discuss provisions of the NPA order designed to assure supplies for the national defense. The industry called for careful analysis of the order and said its advisory committees would meet periodically with NPA.

Gen. Harrison explained that NPA will give the aluminum producing industry all possible assistance in increasing production and supply.

In other actions NPA also announced (1) rules for reporting on inventories and consumption of tin; (2) interpretations of a "practicable minimum working inventory"; (3) an order providing that zinc producers, fabricators and dealers could reject defense orders which take more than 10% to 20% of their monthly business; (4) study of the copper situation, with possibility of complete controls over that metal, used for plating stee chassis, in AC power transformers, and for coils.

Meanwhile, it also was learne that use of mica and mica substitutes in electronics production als has been discussed widely in defense circles in recent months. Sessions have covered mica research, miniature capacitors, etc. Mica also is used in communications equipment, though not to as larg a degree as other items. One o the principal requirements fo mica during World War II was tha involving radio tubes and also capacitors. Mica also is used in parts for television.

KFMB-TV
JACK GROSS
TELEVISION

*Principals in the San Diego sale during an inspection of KFMB (TV) are Mr. Gross (l) with Mr. and Mrs. Kennedy*

## KFMB SALE

### Kennedys To B

PURCHASE of KFMB-AM-FM-TV San Diego was announced la Tuesday by the Charleston (W Va.) Broadcasting Co., of whic Mrs. John A. Kennedy is presiden and controlling stockholder a John A. Kennedy is board chai-man.

The sale, subject to FCC approval, was by Jack Gross, president and sole owner of the Jac Gross Broadcasting Co., which purchased KFMB in 1943 and opene KFMB-TV on May 16, 1949. Th two stations are ABC affiliates.

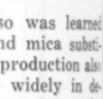
Purchase price was not announced, but is understood to b in the neighborhood of $925,00 net.

The Kennedys have long bee prominent in radio, newspaper an television circles. Their compan owns 48% of WSAZ-AM-TV Huntington, W. Va. Both are now Sa Diego residents. Mr. Kennedy i former editor and publisher of th *San Diego Daily Journal.*

Mr. Gross will remain with th stations as vice president in an advisory capacity, he said, maintaining his residence in San Diego.

A new firm, the Kennedy Broadcasting Co., is to be formed, th Kennedys announced, to supplan their Charleston firm, in which th Kennedys hold in excess of 90%.

## upcoming



- Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities FCC Hdqtrs., Washington.
- Nov. 20: Broadcast Audience Measurement Inc. Board meeting, BM Hdqtrs., New York.
- Nov. 25-26: National Assn. of Radi Farm Directors, Stevens Hotel, Chicago.
- Nov. 27: Congress resumes.
- Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.
- Dec. 1-2: Florida Assn. of Broadcasters Mayflower Hotel, Jacksonville, Fla.
- Dec. 6: Tennessee Assn of Broadcasters Andrew Jackson Hotel, Nashville.
- Dec. 7-9: Academy of Radio Artis (Canada), Royal York Hotel, Toront
- Dec. 8: Television Broadcasters Ass meeting, New York.

## Reaction

*(Continued from page 56)*

For instance, there are a lot of engineering problems to be solved and there is the problem of the CBS color system which can only be short lived. Meanwhile people will be investing money in sets which will shortly be obsolete.

Richard A. Graver, vice president in charge of electronics for Admiral Corp.:

We were very happy to see the court take its judicious action in the matter of the mechanical disc color system and stay the hand of the FCC until the merits of that body's decision could be properly studied."

Isadore Goldberg, president, Pilot Radio, Long Island:

The court got the FCC out of a very embarrassing position. It was an unwise decision to force CBS color on the public. It was a very lucky decision too because the decision would have fallen on its face otherwise. Now we will have compatible color. Anyway, we wouldn't have had real color for a few years. It will be a breathing spell to protect the industry. Compatible color should be ready for the FCC final approval very shortly—anywhere from six to nine months."

### Meck Comment

John Meck, John Meck Industries:

[The Stay order] focuses attention on the CBS color system and makes even more important our decision to equip our present sets for connection with auxiliary units offering any type of color that may be broadcast in the future.

We are certain that black-and-white television is here and is growing rapidly. We provide this reception in our sets. At the same time, by protecting the customer against any loss in the value of his set due to color developments we are are giving him assurance of full enjoyment for the years of life in his set. The buying response indicates that this assurance—cutting through the confusion caused by the color issue—is all the public wants now. Court action, propaganda and claims only cloud the issue and hamper the customer's judgment. When the confusion clears away, there will be many years of enjoyment in black-and-white television as well as whatever tidbits of color broadcasts may be added.

## COLOR INVENTION

### Dr. Bramley Has New Device

A NEW TV color device has been invented by a woman mathematician in Long Branch, N. J. The device is claimed to allow color television to be produced on any size tube and has had an application approved by the U. S. Patent Office.

Dr. Jenny W. Bramley said her invention is particularly well suited for the CBS color television system. As of last week, CBS said it had no information on Dr. Bramley's device.

Called a secondary electron emission, the process does away with the color wheel, Dr. Bramley says, and needs only the addition of one tube for use in black-and-white sets.

## film report

**JERRY FAIRBANKS Inc.**, Hollywood, producing series of special TV trailers announcing Edgar Bergen Thanksgiving Day television program. Narrator for trailers is **Van Des Autels. Nat Winecoff** of same firm resigns to become general manager of **Oakhurst Music Publishing Co.**, Los Angeles.

**David Ettelson & Assoc.**, Chicago film producer, currently producing series of 20- and 60-second spots for **Englewood Electrical Supply Co.**, featuring Textron electric blanket. . . . Series of 26 English feature length films acquired by **KTSL(TV)** Los Angeles from **British & Overseas Film Corp.** Films to be shown on television early next year. Actors include James Mason, Gracie Fields and Anna May Wong.

* * *

**Hal Roach Studios Inc.**, Culver City, Calif., has completed two TV feature films for **Magnavox** for CBS *The Magnavox Theatre*. First film, "The Three Musketeers," scheduled for showing Nov. 24; second, "The Battle of Pilgrim Hill," Dec. 8. Agency **Kenyon & Eckhardt**, New York. **Robert Wolfe**, vice president in charge of agency's Hollywood office, supervised production.

**Five Star Productions**, Hollywood, producing three one-minute and two 20-second TV film spots for **Ladies' Choice Foods**, Los Angeles (Hopalong Cassidy brand jams, jellies). Agency **Walter McCreery Inc.**, Los Angeles. . . . **Snader Telescriptions Corp.**, Los Angeles, distributing to all TV stations in country special holiday package of 12 telescriptions (three-minute musical TV film shorts) for use at special rate until Jan. 1. Stations free to run films as frequently as desired at rate of two-thirds standard station fee until that date.

* * *

**Salka Viertel** signed as writer for *Fireside Theatre* series being produced by **Bing Crosby Enterprises**, Los Angeles, for **Procter & Gamble**. . . . **Charles Michelson Inc.**, N. Y., producing new five-minute TV film series, "Capsule Mysteries" in ANSCO color to be released latter part of Nov.

## 'CISCO KID'

### Ziv Lists 3 New Sponsors

TELEVISION version of the *Cisco Kid*, a Ziv Television Programs Inc. package, has been sold to three local and regional advertisers.

They are Nolde Bros. Baking Co., on WTVR (TV) Richmond, Va., and WTAR-TV Norfolk, Va.; Chestnut Farms Dairy on behalf of Sealtest Milk, on WNBW (TV) Washington, and Koontz Dairy, on WBAL-TV Baltimore. The *Cisco Kid* features co-stars Duncan Renaldo and Leo Carillo. The program is filmed in color but can be shown in standard black-and-white.

## Mars Renews

MARS Inc., Chicago (candy), has renewed two quarter hours of *Howdy Doody* on NBC-TV for 52 weeks, through Leo Burnett Agency, Chicago. Segments are Monday, 4:45-5 p.m. and Wednesday, 4:30-4:45 p.m. (CST). Network includes 40 cable and eight non-cable stations.

## Swift Buys on NBC

SWIFT & Co., Chicago (meat products), will sponsor participations in the Jack Carter portion of the *Saturday Night Review* on NBC-TV for 13 weeks from Dec. 9, through J. Walter Thompson Co., Chicago. Show is aired Sat., 7:30-8 p.m. (CST).

## TV VITASCOPE

### Superimposes Backgrounds

VITASCOPE lens system, which makes elaborate television settings possible at low cost, was demonstrated in Hollywood last week by Independent Producer Sol Lesser, inventor of the system.

The device is designed to achieve sharp focus in all planes through an intricate optical system which utilizes photographs no larger than eight by ten inches. Any background or setting reportedly can be created. Live action can then be superimposed on the Vitascope setting which is hooked up to the lens of the television camera. This makes it possible for actors to go through action on a bare stage, in and out of doors, behind or in front of sets, with the effect of a large scale setting being given.

Mr. Lesser acquired patent rights to his invention in Paris earlier this year.

## 'Paradox' Available

A SERIES of five-minute open-end television films entitled *Paradox*, currently running in 14 markets sponsored by Imdrin, is being made available for local sponsorship, distributed by Charles Michelson Inc., New York (transcription firm).

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# FCC actions

NOVEMBER 10 TO NOVEMBER 16

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## November 10 Applications . . .

### ACCEPTED FOR FILING

### AM—1080 kc

**WIVY Jacksonville, Fla.**—CP AM station to change from 1050 kc 1 kw D to 1080 kc 1 kw-D 500 w-N DA-N.

### AM—1400 kc

**KTSW Emporia, Kan.**—CP AM station to change studio location from Broadview Hotel to edge of city limits Emporia.

### Modification of CP

**KTYL Mesa, Ariz.**—Mod. CP to change frequency, increase power etc. for extension of completion date.

**KPQ Wenatchee, Wash.**—Same.

### License for CP

**KMBL Junction, Tex.**—License for CP new AM station.

**WWHI Muncie, Ind.**—License for CP noncommercial educational FM station.

### Modification of CP

**KUTE Glendale, Calif.**—Mod. CP new FM station for extension of completion date.

### TV—54-60 mc

**WSIX Bcstg. Station, Nashville, Tenn.**—New commercial TV application amended to request Ch. 2 (54-60 mc). ERP 15.2 kw vis., 8.5 kw aur., ant. 727 ft., instead of Ch. 5 (76-82 mc) ERP 17.1 kw. 8.86 aur kw.

### TENDERED FOR FILING

### AM—1590 kc

**WEBK Tampa, Fla.**—CP AM station to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

### AM—550 kc

**WPAW Pawtucket, R. I.**—CP AM station to change from 1380 kc 500 w D to 550 kc 1 kw-D.

### APPLICATION RETURNED

**WLAY Muscle Shoals City, Ala.**—RETURNED application for renewal of license.

### APPLICATION DISMISSED

**Middle West Bcstg. Co. Inc., St. Paul, Minn.**—DISMISSED application for new AM station 700 kc 1 kw-D. (Formerly assigned call letters KYDS.)

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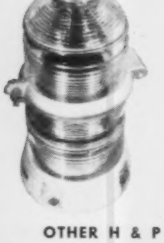

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## November 10 Decisions . . .

### BY COMMISSIONERS WEBSTER, JONES, STERLING, HENNOCK

### Hearing Designated

**Stephen H. Kovalan, Wellston, Ohio**—Designated for hearing application for a new station on 1570 kc 250 w D only, in consolidated proceeding with applications of Sky Way Bcstg. Corp., Columbus., and Athens Bcstg. Co., Athens, Ohio.

### Petition Granted

**Sky Way Bcstg. Corp., Columbus, Ohio**—Granted petition of Sky Way Bcstg. Corp. for mod. of Commission's order of July 21, designating application and that of Athens Bcstg. Co. for consolidated hearing, to delete therefrom that part of issue 1 having reference to legal qualifications of Sky Way Bcstg. Corp., and amended issue 1 to read: "1. To determine legal, technical, financial and other qualifications of Athens Bcstg. Co., its officers, directors and stockholders, and technical, financial and other qualifications of Sky Way Bcstg. Corp., its officers, directors and stockholders, to construct and operate proposed stations."

## November 14 Decisions . . .

### BY COMMISSION EN BANC

### Hearing Designated

**KLFY Lafayette, La.**—Designated for hearing, in Washington, application to change facilities from 1390 kc 500 w. daytime only, to 1420 kc, 500 w N 1 kw DA-N, unl.

**KCNI Broken Bow Neb.**—Designated for hearing at Washington, application to change facilities from 1490 kc 250 w, unl., to 1430 kc 1 kw.

### Modification of License

**WNAV Annapolis, Md.**—Granted mod. license to increase day and night power from 500 w to 1 kw, and change DA for night use on 1430 kc.

### Hearing Designated

**Glacus G. Merrill, Ironton, Ohio**—Designated for hearing at Washington application for new station on 1230 kc 250 w, unl. and made WCOL Columbus, Ohio, WCOM Parkersburg, W. Va., and WLOG Logan, W. Va., parties to proceeding.

### Order Amended

**David M. Baltimore WQAN Scranton, Pa. and Radio Pittston FM & Tele. Co., Pittston, Pa.**—Amended order of Oct. 6 designating these applications for hearing, to delete so much of Issue 6 as reads "Scranton-Wilkes Barre Metropolitan area" and substitute "Scranton metropolitan area" in lieu thereof.

**KWHK Hutchinson, Kan.**—On own motion, Commission amended orders of June 1 and June 22 which designated for hearing application of KWHK to change facilities from 1190 kc 1 kw D to 1260 kc 1 kw, unl. time, and install DA-DN, by deleting all issues promulgated in two aforesaid orders and substituting new issues therefor: made KAKE Wichita, Kan., party to proceeding; hearing to be held in Washington.

### Request Denied

**WFNC Fayetteville, N. C.**—Denied request for reconsideration Commission action of Sept. 6 rejecting trans. site for operation of station as proposed in application.

### Renewal Granted

**KSPA Santa Paula, Calif.**—On petition, reconsidered and granted without hearing application for renewal of license.

**WOND Pleasantville, N. J.**—Granted license for CP which authorized new station on 1400 kc 250 w unl.

### Petition Granted

**Robert Hecksher, Ft. Myers, Fla.**—By order granted petition to delete all issues from Commission's Order of Oct. 25 and substitute therefor issues relating only to engineering matters, and made WFTL Ft. Lauderdale, Fla., party to proceeding.

### Extension Denied

**KCHE El Reno, Okla.**—Denied request extension of authority to keep station KCHE silent for additional 60 days, and advised licensee unless station is returned to regular operation within 10 days from date of Commission's letter, license should be surrendered for cancellation.

### Hearing Designated

**WWSC Glens Falls, N. Y.**—Designated for hearing at Washington application for extension of completion date under application to change facilities from 1450 kc 250 w unl. to 1410 kc 1 kw-D, 500 w-N install new trans. change transmitter location and install DA for night use.

### Extension Denied

**KCHC El Paso, Tex.**—Denied request for extension of completion date to Jan. 28, 1951, for CP as modified, and gave permittee 20 days in which to request hearing. Upon receipt of such request, denial will be set aside and application designated for hearing.

### Authority Extended

**Mutual Bcstg. System Inc.**—Granted extension of authority to use studios and apparatus for production of programs to be transmitted to certain Canadian radio stations for broadcast.

### Request Granted

**Zenith Radio Corp., Chicago, Ill.**—Granted request to defer to Dec. 1 start of 90-day "Phonevision" tests which had been scheduled to commence Nov. 1 (previously postponed from Oct. 1). In a letter to Zenith, the Commission stated: "Since you now state that you believe that you will procure the necessary films 'in the near future,' Commission expects 'Phonevision' t to begin on Dec. 1 and that requ for further deferments will not filed."

Following granted changes in ex ing facilities as shown:

**WHBC-FM Canton, Ohio**—Cha ERP from 25 kw to 15 kw.

**WDAE-FM Tampa, Fla.**—Change fr Ch. 289 (105.7 mc) to Ch. 264 (100.7 m and ERP from 26 kw to 65 kw a from 420 ft. to 390 ft.

**KFUO-FM Clayton, Mo.**—Change E from 58 kw to 5.8 kw; ant. from 600 to 260 ft.

**WEVD-FM New York**—To chan ERP from 12.5 kw to 20 kw and a from 610 ft. to 340 ft.

### BY A BOARD

### Extension Granted

**KMPC Los Angeles**—Granted mo of CP for extension of completion da for period of six mos. from Oct. 1.

### Hearing Designated

**KDSJ Deadwood, S. D.**—Designated for hearing at Washington application to change facilities of KDSJ from 14 kc 250 w, unl. to 1420 kc 1 kw-D, 50 w-N, and made KUJ Walla Walla, Wash., and KTOE Mankato, Minn., parties to proceeding.

**Pratt Bcstg. Co. Pratt, Kan.**—Designated for hearing at Washington, application for new station on 1570 kc 250 w-D and made KVGB Great Bend, Kan. party to proceeding.

**WQXI Buckhead, Ga.**—Designated for hearing at Washington application to change hours of operation of WQXI from D only to unl. change power from 5 kw-D to 500 w-N night, 5 kw-D install DA-N, and make changes in transmitting equipment on 790 kc.

### BY THE SECRETARY

**WOPI-FM Bristol, Tenn.**—Granted license changes FM station; Ch. 245 (96.9 mc), 18.5 kw; 2,210 ft.

**WQXR-FM New York**—Granted CP to install aux. trans. using GE, BT-3-B 3 kw. and to specify ERP as 10.6 kw.

Following granted mod. CP's for extension of completion dates as shown: KTYL Mesa, Ariz. to 12-6-50; cond.; WKNA-FM Beckley, W. Va., to 5-10-51; WISC-FM Madison, Wis., to 1-8-51; cond.; WDAE-FM Tampa, Fla., to 6-6-51.

**WREV Reidsville, N. C.**—Granted license for new AM station; 1220 kc 250 w.

**KFTV Paris, Tex.**—Granted license for new AM station; 1250 kc 500 w.

**WREB Holyoke, Mass.**—Granted license for new AM station and specify main studio location 930 kc 500 w.

**KBOR Brownsville, Tex.**—Granted license change hours of operation, make changes in DA (DA-2 and maximum expected operating value. (Change to unl.)

**Lead Belt Bcstg. Co., Flat River, Mo.**—Granted license for new remote pickup KA-7752.

**Southwestern Bcstrs., Littlefield, Tex.**—Granted license for new remote pickup KA-5830.

**Hirsch Bcstg. Co., Cape Girardeau, Mis.**—Granted license for new remote pickup KA-7476.

**Paul A. Brandt, Mt. Pleasant, Mich.**—Granted mod. license KA-7159 to change frequency to 26.11 mc.

**Davenport Bcstg. Co. Inc., Davenport, Iowa**—Granted CP and license for new STL, KAB-510.

**KOCY Oklahoma City, Okla.**—Granted CP to install new trans.

**Quincy Bcstg. Co., Quincy, Ill.**—Granted request to cancel CP and delete remote pickup KA-7006.

**Philco Television Bcstg. Corp., Area, Philadelphia, Pa.**—Granted CP to change type station from TV Pickup to TV STL KGC-92 and to change trans. location.

**Philco Television Bcstg. Corp., Philadelphia, Pa., Area, Philadelphia, Pa.**—Granted CCP's for new experimental TV relay KGC-93, KA-7914.

**KLVC Leadville, Col.**—Granted mod. CP for approval of ant. and trans. and main studio locations.

**Granite State Bcstg. Co. Inc., Claremont, N. H.**—Granted mod CP KA-6989 to delete frequencies 1622, 2058, 2150, 2790 kcs of new remote pickup; Granted license to cover same.

**WGNR-FM New Rochelle, N. Y.**—

(Continued on page 72)

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# CRITICIZES FCC

## OAB Cites WGAR Proceeding

RESOLUTION criticizing FCC for censor-like procedure in its renewal proceeding against WGAR Cleveland was adopted Nov. 10 by the Ohio Assn. of Broadcasters at its annual fall clinic held at Columbus, Ohio. The association suggested such proceedings may lead to intimidation by government agencies of radio station operation.

Most broadcast stations should raise their rates in view of the extended audiences radio has reached during the last five years, the association was told by Maurice B. Mitchell, vice president of Associated Program Service [see OAB stories in BROADCASTING, Nov. 13].

## Goes Commercial

RADIO CEYLON, former South East Asia Command British information outlet broadcasting as ZOJ, has been authorized by the Ceylon government to operate as a commercial station, effective last Oct. 1. This move is in line with the recent commercialization of other British dominion government owned stations which have turned to commercial radio to increase their revenue. U. S. and Canadian representative for Radio Ceylon is Pan American Broadcasting Co., New York.

**JOHNNY PESKY, third baseman for the Boston Red Sox, joins the ranks of announcers and disc jockeys as he signs with WBMS Boston. Approving the deal is George Lasker, WBMS manager. Mr. Pesky will start his programs as soon as he returns from visiting his family in Oregon.**

Facts from
M
WEAW for TIMEBUYERS

42% FM Ownership. (They listen to FM too!) More *FM homes* in primary area than *radio homes* in any of *17 states.*

* * *

What's more, we have sponsors, yes, real honest-to-goodness, cash paying advertisers, over a hundred of them. We're not crusaders for FM, we are in it simply to reach people with an advertiser's message. We're in AM (WOKZ and FM, Alton, Ill.) too, but for a premium (and large) audience in Chicagoland, it's FM, WEAW that is!

Chicagolands Principal FM Station

WEAW - 36,000 Powerful Watts

2425 Main St., Evanston UN 4-4606

## FCC Actions

*(Continued from page 70)*

### Decisions Cont.:

Granted mod. CP to make changes in transmission line of FM station.

**WTVB-FM Coldwater, Mich.**—Granted mod. CP to change type trans.

**WILK Wilkes-Barre, Pa.**—Granted mod. CP for extension of completion date to 1-30-51 Cond.

**WBT-FM Charlotte, N. C.**—Same

**KCJB Minot, N. D.**—Granted license for new AM station; 910 kc, 1 kw, DA-N unl.

**WTMV East St. Louis, Ill.**—Granted license install new trans.

**KLZ Denver, Col.**—Granted license to use old main trans. as aux. trans. at present location of main trans. to operate on 560 kc 5 kw, employing DA and granted license CP install new trans.

**KROX Crookston, Minn.**—Granted license change frequency, hours of operation and install DA-N 1260 kc 500 w-N, 1 kw-D DA-N.

**WERD Atlanta, Ga.**—Granted license install new trans. and change main studio location.

**KXOB Stockton, Calif.**—Granted mod. license to change main studio location.

**WLWD Dayton, Ohio**—Granted mod. CP for extension of completion date to 6-4-51.

**KMMJ Grand Island, Neb.**—Granted CP to install new trans.

**WJPG Green Bay, Wis.**—Granted CP to install aux. trans. at present location of main trans. on 1440 kc 250 w employing DA-2.

**KBIS Bakersfield, Calif.** — Granted mod. CP to change type of trans.

**WINR-FM Binghamton, N. Y.**—Granted mod. CP for extension of completion date to 3-4-51.

Following granted mod. CP's extension of completion dates as shown: WEPM-FM Martinsburg, W. Va., to 2-20-51; KDFC San Francisco, to 6-1-51; KRON-FM San Francisco, to 6-3-51; KSCJ-FM Sioux City, Ia., to 12-30-50; WRCM New Orleans, La., to 5-27-51.

**WCAR-FM Pontiac, Mich.**—Granted mod. CP for extension of completion date to 6-1-51.

**WSBT South Bend, Ind.**—Granted license to use old main trans. at present site of main trans. for aux. purposes only with power of 1 kw. Granted license change daytime DA.

**KAPA Raymond, Wash.**—Granted license new AM station; 1340 kc 250 w unl.

**WOPA Oak Park, Ill.**—Granted license new AM station; 1490 kc 250 w unl.

**WSVA Harrisonburg, Va.**—Granted license change hours to unl., install DA for night use and new trans. and change trans. location; and mod. license to change main studio location.

**KRKO Everett, Wash.**—Granted license change frequency, increase in power and install of new trans. and DA-N 1380 kc 1 kw DA-N, unl.

**WKRM Columbia, Tenn.**—Granted license install of new trans.

**WDOK Cleveland, Ohio**—Granted license for new AM station; 1260 kc 5 kw unl. DA.

**KGAK Gallup, N. M.**—Granted mod. license change main studio location.

**WNHC New Haven, Conn.**—Granted CP to change trans. location and make changes in ant. and ground systems.

### ACTION ON MOTIONS

#### By Commissioner Sterling

**Radio Station KRMD, Shreveport, La.**—Granted dismissal without prejudice of application.

**Elizabeth Evans, Seaford, Del**—Granted petition of Elizabeth Evans to dismiss with prejudice application of Rollins Bcstg. Inc. and remove from hearing docket.

**Chesapeake Bcstg. Co. Inc., Bradbury Heights, Md.**—Granted continuance of hearing in proceeding upon application to Jan. 29, 1951, at Washington, D. C.

**WOBS Jacksonville, Fla.**—Granted dismissal without prejudice of application subject to reinstatement upon filing of petition for leave to amend pursuant to provisions of Commission's Rules and Regulations.

**KFTM Fort Morgan, Col.**—Granted request that transcript of hearing in the matter of revocation of license of Station KFTM be corrected in various respects.

**Charles H. Chamberlain, Bellefontaine, Ohio**—Granted petition for leave to amend his application so as to make part of application certain-letters with respect to applicant's standing in community.

**Harold Ritchie McBride, Birmingham, Ala.**—Granted dismissal with prejudice of application.

**FCC General Counsel**—Granted extension of time to Nov. 22, to file proposed findings of fact and conclusions of law in proceeding re applications of KDDD Dumas, Tex and New-Tex Bsctg., Clovis, N. M.

#### By Examiner Jack P. Blume

**KDDD Dumas, Tex.**—Granted request that transcript of testimony in proceeding upon application and that of New-Tex Bcstg., Clovis, N. M. be corrected in various respects.

#### By Examiner Basil P. Cooper

**Winter Garden Bcstg. Co., Crystal City, Tex. and KUNO Corpus Christi, Tex.**—Granted petition of Winter Garden Bcstg. Co. for leave to amend its application so as to change frequency requested to 1240 kc 250 w. unl. in lieu of 1400 kc, 250 w, unl. and for removal of application, as amended, from hearing docket; dismissed as moot so much of petition as requests continuance of hearing; Granted petition and supplemental petition of Community Bcstg Co. insofar as petition requests continuance of hearing now scheduled for Nov. 16, hearing is continued to date to be announced after Commission consideration of that part of petition which requests reconsideration and grant of application without hearing.

#### By Examiner J. D. Bond

**WFTC Kinston, N. C.**—Granted leave to amend application so as to show transfer of 100 shares of stock from Suffolk Bcstg. Corp. to Leo Brody and John G. Dawson, to correct application to show this change, and to supplement application with additional details for financing proposed construction.

#### By Examiner Leo Resnick

**KRKO Everett, Wash.**—Granted continuance of hearing in proceeding re application and that of KSRV Ontario, Ore.; hearing now scheduled for Nov. 14 is continued for period of 30 days and shall commence on Dec. 14, in Washington, D. C.

**WKJG Fort Wayne, Ind.**—Granted extension of time to Nov. 22, to file proposed findings of fact and conclusions in matter of petition of The Fort Industry Co. (WSPD) for designation for hearing of application of WKJG.

#### By Examiner Jack P. Blume

**Caddo Bcstg. Co., Anadarko, Okla.**—Granted continuance of hearing in proceeding upon application and that of Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.; hearing continued to Jan. 29, 1951.

**WWJ Detroit**—Dismissed as moot petition for continuance of further hearing in proceeding upon applications of WKNX Saginaw, Mich. and that of WKMH Jackson, Mich.

## November 14 Applications . . .

### ACCEPTED FOR FILING

#### AM—1590 kc

**WEBK Tampa, Fla.**—CP AM station to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

#### AM—1250 kc

**Central Ohio Bcstg. Co., Galion, Ohio**—CP AM station 560 kc, 1 kw D direc-

*(Continued on page 79)*

WCOP Boston, Mass. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC

360 N. Michigan Ave.
Chicago 1, Ill.

## IN A NUTSHELL ● ● ●

WEBR Buffalo sending unique mailing piece to clients and prospective sponsors—walnuts accompanied by explanatory letter. Inside each nutshell is message quoting satisfied sponsor telling of good service given each account.

## PITTSBURGH STRIKE ● ●

WDTV (TV) Pittsburgh using direct mail, telephone service and department stores to get program schedule to public. Printed schedules distributed in four largest stores in city. Local telephone answering service provides public with information. Station also uses on-the-air promotion.

## CHRISTMAS FUND ● ● ●

WOR New York begins sixth annual Christmas fund campaign. Project is to raise money for clothing, toys and layettes for children and mothers who will be in hospitals in New York area during Christmas.

## 'WESTOVER ON A PLATTER' ●

WMAS-AM-FM Springfield, Mass., *Westover on a Platter*, 10:30-11 p.m. Fri. Show m.c., T/Sgt. Eric Burton, Westover Air Force Base, plays transcribed music and gives news of the base and Air Force. As special feature, he interviews some prominent Westover airman or officer.

## USE REPRINT ● ● ●

WWDC Washington sending reprint of *Drug Topics*, trade journal for druggist, to trade. Headline of piece says "Pharmacy Quadruples Sales Through Radio Advertising" and copy gives story of local druggist who bought time on WWDC. Part telling of radio advertising on station is circled in black.

## BLIMP PROMOTION ● ● ●

WFIL Philadelphia used blimp one entire week to promote special programs heard on station. Airship, equipped with 16-foot-high letters, flew around Philadelphia area at night. Local and network programs, along with day and time they are aired, were promoted.

# programs promotion premiums

## GERMAN 'GHOST RIDER' ● ●

WCAU-TV Philadelphia *Ghost Rider* cowboy club, with membership of 30,000, has just added new western member—from western sector of Berlin, Germany. Letter was received from Berlin written in English, from 13-year-old German boy asking to be made member of *Ghost Riders* group. Where he heard about club remains mystery to station.

★ ★ ★ ★ ★ ★ ★ ★

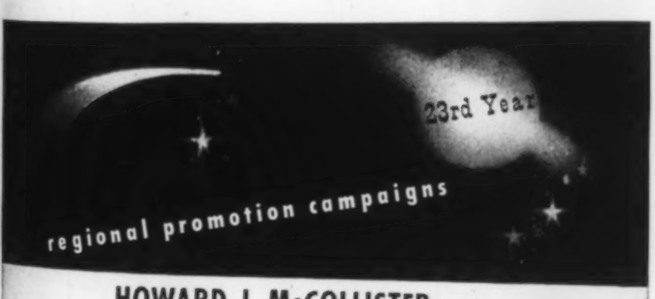
## 'WANT AD'

WWJ Detroit sending attractive multi-colored booklet to trade and advertisers. Six-page promotion piece has orange cover featuring hand holding want ad that says: "Radio station seeks commercial work, either programs or announcement or both . . .". This is set against background of want ads. Inside copy continues want ad theme giving "qualifications"—facts and figures on WWJ's age, coverage, market data, future outlook and decoration awarded to station, along with photographs and illustrations.

★ ★ ★ ★ ★ ★ ★ ★

## MUSIC TESTS ● ● ●

CKCW Moncton, N. B., *Music Appreciation Course*, Tues. 1:45 p.m. Program beginning third year on air and has been incorporated for grade eight students in Moncton schools by school board. Robert C. Bayley, supervisor of school music for city and station, presents lecture and review tests to students on program. Students are given printed outline of course by station. Mid-term and final exams are given over the radio with each teacher correcting papers following broadcasts.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage ★ Member N·A·B·

## 1950 SAFETY SERIES ● ● ●

WMAR-TV Baltimore, *The Court of Common Sense*, 7 p.m. Tues. Safety program beginning 1950 winter series, using actual cases taken from court records of traffic violations. Judge Joseph Kolodny, magistrate, presides over show. Program began in 1949 and was awarded Alfred P. Sloan Highway Award "for exceptional service to safety." Show is written and directed by Fred Wehr and Jock Patterson, WMAR-TV staff.

## KYW PROMOTION ● ● ●

KYW Philadelphia sending advertisers folder with rust and black cover entitled KYW "Adds to Its Promotion Album." Inside shows promotion that has been used with letters, releases and pictures of events station has taken active part in promoting. White lettering against black background declares: "This constant ACTION builds audience for your sales message."

## BOOKLET ● ● ●

KARK Little Rock, Ark., distributing six-page booklet with picture of city on cover and call letters of station in white set against red background. Piece is entitled "The Big Plus in Little Rock," with word plus in large red plus sign. Inside copy gives facts about coverage, country audience, shopping radius, audience ratings and cost. Facts and figures are accompanied with graphs and maps.

## PEOPLE vs. CLUB ● ● ●

WOAI-TV San Antonio, *Tip the Scales*, Fri. 9 p.m. quiz show. Five contestants are selected from home viewers to compete against five members in studio picked from local civic, business and professional clubs. Viewers and members are given question with first to answer winning $5 and a point for his team. Home contestants answers are relayed to studio by telephone. Team with most points at end wins $50 jackpot. Show is staged in courtroom scene with judge presiding.

## NBC BROCHURE ● ● ●

NBC is sending illustrated brochure to trade spotlighting comedians who appear on network's TV circuit. Photographs of 19 funnymen, including Fred Allen, Milton Berle, Sid Caesar, are headlined: "These are the gentlemen . . . who get the laughs . . . that get the audiences . . . night . . . after night after night. . . ."

## MAYOR'S REPORT ● ● ●

WEEU Reading, Pa., *Report to the City*, Sun., featuring Mayor John F. Davis of Reading. Mayor Davis gives report on city affairs and on projects being undertaken by the administration.

## 'COMMUTERS TIME' ● ● ●

WHLI Hempstead, L. I., begins campaign promoting its early-morning *Commuters Time*. Program gives weather conditions, time signals, road condition, schedule changes of transportation lines and other public services. Station using poster cards in Long Island railroad cars, public school bulletin boards, circulars on buses, newspaper advertisements, outdoor ads, spot announcements and 130,000 pieces of direct mail.

## Anything for a Plug

THERE'S no limit to what a station will do for free publicity, a fact readily admitted by KXO El Centro, Calif. When the new Pioneers Memorial Hospital was dedicated in Brawley, Calif., KXO covered the activities with a remote broadcast and operated the public address system. During the ceremonies, it was announced that parents of the first baby born in the new hospital would receive many valuable gifts for the child and free hospitalization for the mother. The following day, Mrs. Stan Tetley, whose husband was on the scene as a KXO engineer, was admitted to the hospital and gave birth to the first child born in the new building.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## Help Wanted

### *Managerial*

**Capable manager** to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 936G, BROADCASTING.

**Station manager.** Must be heavy on sales. Independent in single station market of over 50,000. Midwest. Send complete details including your billing figures and required guarantee to Box 999G, BROADCASTING.

**Commercial manager** for successful 250 watt network station in excellent Ohio market. Salary plus commission or straight commission with good drawing account. Send complete qualifications, references, picture. Immediate opening. Reply Box 22H, BROADCASTING.

### *Salesmen*

**Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced time salesman to build his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000. Will pay salary plus commission or straight commission with good drawing account. Ready to start about 4 weeks. Write Allan Curnutt, General Manager, KOOK, Billings, Montana.**

**Salesman**—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

**Alton, Illinois,** WOKZ AM-FM Ind., single station market 54,000 pop. city zone. Must be available for interview Alton or Chicago. Adequate guarantee. Write complete details including billings and required draw to WEAW, Evanston, Illinois.

**If you are** a top radio time salesman and want to move into a larger market, we have an opening for you. We are a 24 hour-a-day music, news and sports station with the second highest Hooper rating in an area of 700,000 listeners. You must have a car and we pay a livable drawing account against 15% commission. Please send complete information and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

**WRAC, Racine, Wisconsin's second largest market, needs one good salesman. $50 draw against 20% commission. Contact Herschell Lewis.**

### *Announcers*

**Deep south 5000 watt NBC affiliate in excellent market has an opening for an experienced staff announcer with opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.**

**Announcer** wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 970G, BROADCASTING.

**Announcer.** Must have good voice that sells, able to handle all type shows. Position permanent. Living conditions reasonable. Give all details. Box 7H, BROADCASTING.

**Rare opportunity** for thoroughly experienced announcer with mature voice, friendly sincere manner and exceptional radio background. $100 basic salary plus talent fees. Send disc, full details and references. Box 11H, BROADCASTING.

**Combination** announcer-engineer, start $52.00 for 40 hours, rapid advancement to $72.00. Union job. State draft status. 250 watt station in Missouri. Box 16H, BROADCASTING.

**Immediate opening** two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

## Help Wanted (Cont'd)

**Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)**

**Announcer-engineer** needed at once. Emphasis on announcing. Advise draft status. Mail full particulars, telephone interview acceptable. KCOG, Centerville, Iowa.

**Topflight** staff announcer with stable background wanted by 50,000 watt CBS station. Applicants must send complete audition covering entire repertoire and letter giving complete radio experience. Personal data and reference to KWKH, Shreveport, La.

**Announcer** with first class ticket. Immediate opening. Emphasis on announcing. WBAT, Marion, Indiana.

**Immediate opening** for all-round announcer. Must be experienced on news and disc shows. Good opportunity for the right man at Springfield, Illinois, largest radio station. Contact WMAY, Reisch Building.

**Wanted:** Experienced announcer with a first class ticket. Car necessary. Excellent opportunities for the right man. Send experience, photo, references and disc immediately. WMNC, Morganton, N. C.

**Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.**

**Wanted:** Combination announcer-first phone engineer for Mutual network station in Demopolis, Alabama, population six thousand. Will pay fifty per week during month trial and sixty per week if trial satisfactory. Chance to advance to seventy-five. Send full particulars in first letter to W. M. Jordan, Station WXAL, Demopolis, Alabama.

### *Technical*

**Engineer** with or without experience. No announcing. Position permanent. Box 6H, BROADCASTING.

**Engineer** desiring to learn announcing for combination work. Missouri station. Start $42.00 for 40 hours. After first month, $50.00. Thereafter quick salary advancement. Union card required. Give draft status. Box 17H, BROADCASTING.

**Wanted:** Chief engineer with top qualifications. Some announcing. 1 kw directional; network station, all new GE equipment. Excellent working and living conditions; send full details and salary requirements. KMOD, Modesto, California.

**Engineer** with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

**Wanted:** Transmitter engineer, 1 kw daytime station. Car necessary. Advise salary expected first letter. WDBL, Springfield, Tennessee.

**Engineer,** experienced recording, remotes, some announcing. Not afraid work. WGGA, Gainesville, Georgia.

**Opening** for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

**Combination** first class engineer who can do a good announcing job. Housing tight. Single man preferred for that reason. Only car not necessary. Position open now. Salary in line with ability. Send full details first letter to Lester Gould, WJNC, Jacksonville, North Carolina.

## Help Wanted (Cont'd)

**Fulltime** CBS affiliate has opening for technician both AM and FM. Great variety of control room operation including turntables, tape and disc recording master pre set and switch gear. Experienced man preferred. Pay $1.25 per hour during probation and minimum of $1.40 per hour after probation period. Liberal vacation, sick leave and holiday pay policy. Contact D. A. Burton, Radio Station WLBC, Muncie, Indiana.

### *Production-Programming, others*

**Wanted,** any combination of following: bookkeeping, script, first phone, announcing. Experienced preferred but not necessary. KCNI, Broken Bow, Nebraska.

## Television

### *Technical*

**Licensed operator** with commercial broadcast experience for video control and film camera position at midwest television station. Good salary and opportunity for right man. Box 996G, BROADCASTING • *TELECASTING*.

**TV engineers** for midwest station, actual operating experience desired in all phases of studio operation and maintenance. Box 24H, BROADCASTING • *TELECASTING*.

## Situations Wanted

### *Managerial*

**Manager** over 18 years experience net and independent stations. Box 560G, BROADCASTING.

**Nine years all phases will assure production with profit. Present employer knows of this advertisement. Box 933G, BROADCASTING.**

**Well known California radio executive with 12 years experience desires change.** Past three years manager successful AM station. Available on reasonable notice for management, production or sales executive position in AM, TV or allied fields. California only. Best references. Box 956G, BROADCASTING.

**Sales manager-salesman,** 33, married, aggressive, steady, also write, announce. Box 992G, BROADCASTING.

**Sales manager or manager.** Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as sales manager of substantial station or manager of smaller station. 45 years of age, married, will go any place. Box 993G, BROADCASTING.

**Manager,** experienced in sales, programming, production with good administrative background. Young, married, aggressive—ready for larger market. Would like association with network affiliate netting a profit; willing to pay for capable man. Box 1H, BROADCASTING.

**Need flood** of new business and more money in the bank at your station? From top to bottom, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. College background plus ten years experience. Proven record of two stations pulled out of red. Good reason for change. Want job with future and will accept trial period. Available thirty days notice to present employer. Draft exempt. Box 5H, BROADCASTING.

**Attention** radio station owners. Is your station losing money? I can make you profits. 25 years experience in broadcasting. Box 13H, BROADCASTING.

**Manager,** single station, decadent market dissatisfied. Will accept any commercial job in metropolitan area that offers permanency. Not a swivel chair executive but a firing line salesman with eighteen years AM experience. Box 21H, BROADCASTING.

## Situations Wanted (Cont'd)

**Successful** commercial manager, sently employed, desires mana position. Southern or western m Guaranteed results. Box 25H, BRO CASTING.

**Manager-sales manager,** eleven experience sales and sales manage 100 watts to 10,000. Currently manager and executive assistant owner Mutual affiliate and one south's top sports stations in five tion major market. Thirty seven of age, married, veteran, college cated. Aggressive, civic-minded. fied references from radio and bus leaders. Prefer south or southwest operation that is not content to lag sound, practical management, int gent application and plain hard will help solve your problem, I'd like hear from you. Available upon thirty sixty days notice. Box 27H, BROA CASTING.

**A good man** is hard to find! We h one who is leaving for perfectly v personal reasons. He has outgrown small operation. A program direc and station manager, he is thoroug experienced in every phase of rad programming, writing, public servi announcing, special events, person management, sales supervision and n work coordination. He has help tremendously to bring to life a ve dead horse. 28, draft-exempt, sobe a worker and a family man. We wou release him on short notice for th right opportunity. Gentlemen, here the man you have been looking fo Address replies to: General Manage Box 32H, BROADCASTING.

**Eighth** Wonder-of-the-World availab to manage your station. Box 2 BROADCASTING.

**Manager.** You can hire sales manage on percentage basis, no draw, no salary. Family, includes 3 competent salesmen, programming, etc., included if necessary. No announcers or technicians. Will take over your problems, but make it fair, please. Stanley Holmes, 719 Colorado, Louisville, Ky.

### *Salesmen*

**Salesman,** program director, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 949G, BROADCASTING.

**Salesman-announcer,** 4 years direct sales experience, go-getter with terrific personality. Knowledge control board. Disc, resume available. Box 20H, BROADCASTING.

### *Announcers*

**Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.**

**Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.**

**Experienced** announcer - copywriter, presently working in that capacity. Single, veteran, desire position in New England. Will accept straight copy writing, announcing, or both. All offers considered. Disc and resume available. Box 928G, BROADCASTING.

**Announcer,** DJ. Mature, friendly style, authoritative news. 3 years program director. Box 951G, BROADCASTING.

**Combination man,** strong on sports, play-by-play, fully experienced, hold first class license. Box 972G, BROADCASTING.

**Top sportscaster-announcer.** Play-by-play all sports. Excellent references. Employed. Available immediately for top basketball coverage. 2053 Palm Court, Riverside, Calif.

**Announcers, writers, all board trained and capable. Pathfinder School of Radio, Kansas City, Mo. Phone Harrison 0473.**

**Announcer,** 1st phone ticket, two years experience with CBS affiliate and independent. Draft exempt veteran. Will travel. Full details and disc. Box 995G, BROADCASTING.

**Sportscaster.** Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

### Situations Wanted (Cont'd)

**nouncer, newscaster,** 15 years all ses, seeks permanent position. mer NBC staff. Veteran, 34 years married, one child. All replies wered. Will go anywhere. Box 12H, OADCASTING.

**ed experience?** 12 years in radio and y 32. All phases of announcing, pro-mming. Feature sports, play-by-y, studio and PA. Professional ing, singing, MC work. Copywriter, ector. Veteran with family. With w eastern network affiliate. Desire ange. Any good offer considered. x 14H, BROADCASTING.

**rl disc jockey** wants night disc show. efer Washington, D. C. or Baltimore. x 15H, BROADCASTING.

**nouncer,** young man, 30, familiar all ases control board operation. Will-g to travel and settle in small com-unity. Parttime selling agreeable. sc and resume available. Box 18H, OADCASTING.

**nouncer,** 26, wants experience, draft empt, college grad, FM, travel. Box H, BROADCASTING.

**af announcer.** Single. Veteran. 4 ears experience. References and audi-on. Box 23H, BROADCASTING.

**orts announcer,** presently employed, esires change starting basketball sea-n. Sponsor references. $65. Ex-erience all major sports plus four ears staff. Box 26H, BROADCASTING.

**orts announcer,** can do staff but pre-r sports; would like to start at $50 er week and build up sports depart-ent in small station with daily "It's ime for Sports" program and play-by-lay of football, basketball, ice hockey nd baseball. Disc, photo, experience ladly sent. Box 33H, BROADCAST-ING.

**nnouncer.** Graduate of leading radio school needs exprience. Disc and photo upon request. Cecil Muir, 319 E. Chi-cago St., Elgin, Illinois.

**nnouncer 3½ years. Married, 27, eteran. Experienced: sports, news, DJ. refer sports. Upper midwest. Appre-ciate shot at station over ¼ kw. Indie** or net affiliate. Bob Rathe, 434 Semi-nary, Aurora, Illinois.

**nnouncer,** control board. Dynamic, friendly, DJ, news, good commercial writer, fluent Italian, Spanish, vet, 23, single. Disc on request. Contact Bob Seville, 123 63rd Street, W. New York, N. J.

#### *Technical*

**ngineer,** experience includes 5 years consulting engineering, highly skilled in directional antenna design and per-formance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

**Chief engineer,** 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCAST-ING.

**ngineer,** 2½ years broadcast experi-ence, graduate leading radio school, presently employed. Box 882G, BROAD-CASTING.

**ngineer.** Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCAST-ING.

**Chief engineer** desires position with progressive station. Long experience in all phases of broadcast engineering in-cludes multi-element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

**ngineer,** phone first, complete offer first contact. Box 974G, BROADCAST-ING.

**Engineer,** experienced in trans. control and remotes. First phone. Leading tech-nical school. Available immediately. Box 998G, BROADCASTING.

**Chief engineer.** Desire position station with future and TV possibilities. Twelve years experience design, con-struction with powers up to 100 kilo-watts. Available immediately. Top references. Box 9H, BROADCASTING.

**Technician,** first license, five years broadcast radio, wide experience as-sociated fields, wants transmitter job. 32. Single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

### Situations Wanted (Cont'd)

**Available immediately.** Engineer, 1st phone. Two years college. Five years experience maintenance, installation and operation. Xmtrs to 10 kw FM, 5 kw AM, recording, master control, remotes, etc. One year TV repair. Sober, excellent references. P. O. Box 5811, Metro Station, Los Angeles 55, California.

**First class** phone license, will accept job anywhere. Belmont Peters, 173 Raymond, Staten Island 10, N. Y.

#### *Production-Programming, others*

**Program director,** salesman, announcer, write copy. Six years radio all departments except engineering. $75 minimum, married, permanent. Box 949G, BROADCASTING.

**Newsman.** Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

**Experienced** woman continuity writer desires job with station in metropolitan midwest area. College graduate. Box 990G, BROADCASTING.

**Solve** your budget problems with a program director who can write, announce, play organ, do bookkeeping. Experienced in all phases. Minimum salary $65. Box 991G, BROADCASTING.

**Continuity writer:** Fifteen years experience with local, network and advertising agencies. You name it, I can write it, sales, packed commercials, comedy, variety and hillbilly shows, dramatic scripts, documentaries. Prefer midwest, but will consider any locality. Box 994G, BROADCASTING.

**Producer-director-**script writer. 3 years experience in Hollywood—desires location in Chicago. (Discs-15 min.-30 min. shows available). Disc and references on request. Box 10H, BROADCASTING.

**Experienced** program director with 6 years announcing, special events. Now PD in million population market. Can write, supervise copy and news, create and produce saleable programs. DJ show now listed by Variety. 34, family, draft exempt. Anxious for opportunity to do good job. Box 28H, BROADCASTING.

**Program director,** announcer. 9 years extensive radio, 4 as PD. Presently employed in Illinois. Family man, 28. No big-time operator, just hard worker. Size of station not important. Box 29H, BROADCASTING.

### Television

#### *Salesmen*

**Experienced** television sales and sale promotion executive seeks a change. Desires key spot in station operation. Best references and plenty on the ball. Family man and will go anywhere. If TV sales, sales promotion or merchandising are your problem contact Box 35H, BROADCASTING • *TELECASTING.*

### For Sale

#### *Equipment, etc.*

**For sale,** reasonable one 75 KVA. 115/230, 3 phase, 4 wire auxiliary power plant fuel gasoline, Natural or Butane gas. Box 857G, BROADCASTING.

**For sale** 154 foot Ideco free standing radio tower. Good condition. Galvanized with lights. Best offer. Box 4H, BROADCASTING.

**For sale; one G.E. dual channel console, excellent condition, contact KTRN, Wichita Falls, Texas.**

**Make offer** FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

**For Sale**—Truscon tower (172 feet, lighted); Western Electric transmitter; sundry 1,000 w parts; available because we've increased power. Jim Healey, WOKO, Albany, N. Y.

### Wanted to Buy

#### *Stations*

**Wanted**—Small radio station. Give all details. Confidential. Box 8H, BROADCASTING.

#### *Equipment, etc.*

**Want** 250 watt and 0.5 1 kw AM broadcast transmitters. Forward complete information first letter. Box 997G, BROADCASTING.

**UHF TV transmitter,** audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

### Help Wanted

#### *Salesmen*

SALESMAN WANTED

Regional network has good opening for experienced salesman. Should have car, be able to produce effectively. Station management or agency background would be helpful. Give references, details. All replies confidential. Interview can be arranged. Address Box 30H, BROADCASTING.

### For Sale

#### *Stations*

**Radio Station, FM, for sale** in major California market with primary coverage 2300 square miles, 1,331,000 population. Priced at less than installation cost. Box 873G BROADCASTING.

### Wanted to Buy

WANTED

*PROGRAM MATERIAL*

Regional network in market for transcribed shows. Write full details before sending platter. Will also purchase unusual commercial program suggestions or stunts. Tell us what you have. Box 31H, BROADCASTING.

## Never Again!

PLACE WAS Salt Lake City. Case was hearing for Sevier Valley Broadcasting Co., KSVC Richfield, Utah. FCC Examiner Fanny Neyman Litvin was conducting the proceedings which concerned an investigation of possible transfer of control. A spokesman for the station presented his case, virtually throwing the station on the mercy of the FCC, pleading bad advice by local counsel. Finally he turned to the examiner with this plea: "Madam Examiner. This will never happen again. We've taken steps to see it won't happen. We've subscribed to BROADCASTING. We've joined the NAB and hired Washington counsel."

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DIVIDEND of about 17½ cents per share from investment income and 46½ cents a share from net capital gains has been declared by directors of Television-Electronics Fund Inc., payable to stockholders of record Nov. 16 on Nov. 30. Fund is subsidiary of Television Shares Management Corp.

## KWIN LABOR CASE

### *NLRB Examiner Upholds Union*

COMPLAINT by IBEW Local 49 that KWIN Ashland, Ore., licensed to Rogue Valley Broadcasting Co. Inc., had discriminatorily discharged an engineer-member was upheld last Tuesday in an intermediate report filed by a National Labor Relations Board trial examiner.

Protest was filed by the AFL union June 6, 1950, charging that the station had engaged in unfair labor practices and, further, had refused to reinstate Ralph S. Click because of membership in IBEW. Hearing was held last Aug. 22 with Frederic B. Parkes, trial examiner, presiding.

Edward P. Barnett, KWIN general manager, previously advised FCC he had given Mr. Click an "unsatisfactory" rating because, he claimed, the engineer failed to maintain properly operating equipment for a KWIN man-on-the-street broadcast, and during a remote broadcast of a local rodeo. Further, he contended, Mr. Click was a supervisor and his discharge did not violate the Labor-Management Act.

Mr. Parkes said in his report that Mr. Barnett's statement to FCC ascribing technical failures as the reason for Mr. Click's unsatisfactory endorsement "had no basis in fact," and charged he had discharged Mr. Click "because of his union membership and activities." He ordered full and immediate reinstatement of the engineer.

## CANADIAN SHOWS

### Two in First 10 Rating

FOR the first time in years, two Canadian evening network shows are listed among the first 10 network shows heard in Canada during October, according to ratings released by Elliott-Haynes Ltd., Toronto. Most popular evening shows during October in Canada were *Charlie McCarthy* rating 28, *Amos 'n' Andy* 24.9, *Our Miss Brooks* 24.4, *Radio Theatre* 23.6, *Twenty Questions* 19.3, *Mystery Theatre* 18.3, *Leslie Bell Singers* 16.7 (Canadian program), *Treasure Trail* 16.5 (Canadian program), *Boston Blackie* 16.2, and *Jack Smith Show* 16.1.

Daytime most popular programs in October were all of American origin—*Ma Perkins* 15.3, *Big Sister* 13.8, *Pepper Young's Family* 13.4, *Right to Happiness* 13.2, and *Road of Life* 12.3. Leading five French-language evening shows in October were *Un Homme et Son Peche* 30.8, *Ceux qu'on Aime* 27.2, *Radio Carabin* 25.1, *Metropole* 24.7, *La Course au Tresor* 22.9. Leading daytime French programs were *Rue Principale* 26.5, *Jeunesse Doree* 24.9, *Francine Louvaine* 20.3, *Tante Lucie* 19.7, and *Les Joyeux Troubadours* 19.6.

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BELL RECORDS, Honolulu, appoints Allied Record Mfg. Co., Hollywood, as exclusive manufacturer of its 10-inch albums of Hawaiian tunes.

## Respects

(Continued from page 46)

Patts line up like this:

John—President of G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC Hollywood); in radio since 1922; age, 45.

Ralph Jr.—Detroit manager of CBS Radio Sales; in radio since 1923; age, 43.

James—Manager of WNBH New Bedford, Mass.; in radio since 1928; age, 38.

Robert—Advertising and sales promotion manger, WCBS-AM-TV New York; in radio since 1936; age, 36.

Curiously, three of the four—John, Ralph and James—entered radio through one of the industry's most famous front doors—WDAF Kansas City. Robert, however, entered broadcasting via Campbell-Ewald, Detroit.

### Assisted Leo Fitzpatrick

When John, eldest of the six Patt children and the family's radio trail blazer, was graduated from a Kansas City high school in 1922 he got a job as office boy on the *Kansas City Star*. At that time the *Star* was tinkering with its new radio station, WDAF, and the paper's radio editor, Leo Fitzpatrick, was given the chore of managing the station. As Mr. Fitzpatrick's assistant, John also found himself doubling in radio columning and station operating functions.

Later the young assistant, anxious to complete his education, enrolled at Kansas U., in Lawrence, and promptly became program director of the university's station, KFKU.

After completing his college majors in advertising and journalism, young John Patt tried to convince the *Star* management that WDAF could sell its time instead of giving it away. Failing in this effort, he started selling *Star* space.

Mr. Fitzpatrick meantime had become station manager of WJR in Detroit and he brought in John as assistant manager. When G. A. Richards looked for newer fields to conquer and opened a station in Cleveland, John was sent to manage the fledgling operation, when just 25 years old.

Merging the old WCSO and WFJC into WGAR, Mr. Patt put the station on the air Dec. 15, 1930, as WGAR, basic NBC-Blue outlet.

Observing the 20th anniversary of the WGAR-Patt combination this year, the 50-kw station looked on a hundred-fold increase in power, five-fold increase in personnel, ten-fold increase in sales and two-fold increase in operating hours.

Fitting tribute to John Patt's success in bringing WGAR to its present stature was his election this autumn as president of the three-station Richards group.

Key to this outstanding career has been John Patt's active role in community and industry life. His list of titles include first president of the Ohio Assn. of Broadcasters; first radio president of the Cleveland Ad Club; president of Rotary Club; president of Cleveland Convention & Visitors Bureau; chairman of the Greater Cleveland War Chest and Community Fund, to mention a few.

John married the former Ruth Richardson while both attended Kansas U. and worked at KFKU. They have three daughters, Martha 22, Patricia 18 and Jean 11.

### Second to Enter

Second of the Patts to enter radio, Ralph Jr. followed brother John by going to work at the *Star*. The paper was two deep in Patts until John left for the university, whereupon Ralph moved into his brother's radio job while attending Kansas City Junior College.

At 16 Ralph was generally conceded to be the nation's youngest radio announcer and he attracted considerable publicity. When Mr. Fitzpatrick left for WJR Ralph took over the famed *Nighthawk Frolic* and ran it a year-and-a-half, signing off at 1 a.m. and reporting at school the same morning at 8.

For a while Ralph owned 10 shares of *Star* stock but sold it in 1927 to finance his college education, also at Kansas U. There he was KFKU's chief announcer. After a brief business interval he went to WJR under the Fitzpatrick regime, joining brother John again, and moved from announcer through continuity, production, library, publicity and finally selling. His sunrise record program was one of the early disc jockey promotions.

After a decade at WJR Ralph was named general manager of WPAY Portsmouth, Ohio, a post he filled until 1943 when he became a communications officer in the Navy. He was on the DE-401 when that escort was struck by aerial torpedos in the Mediterranean.

The war over, Ralph joined Paul H. Raymer Co. in Chicago as a salesman, soon moving to WDOD Chattanooga, Tenn., to become general manager. In 1949 he moved back to Detroit as manager of the Detroit office of CBS Radio Sales, a post he still holds.

### Married in 1939

In 1939 he married Bertha Champeau, of Detroit. They have two children, Barbara Jean 7 and Tommy 5.

James Patt had his electronic baptism in 1928 while in his junior year at high school, shagging ball scores for WDAF announcers. The shagging was so good that he was offered a station job, and soon was announcing, writing and doing general office work.

Two years later he moved over to KMBC Kansas City and did about everything in the plant from sorting fan mail to special events. As a result of CBS originations he met Paul White, at that time in charge of CBS news service, and was invited to join the network in 1936 as midwest director of public affairs and education. For several years he had been attending night school and he was given his LL. B. at Kansas City School of Law.

First assignment with CBS was to cover Alf Landon's home on election day, a bleak spot as the Presidential returns brought dismal tidings. He later worked with Chicago colleges in the creation of such network features as *Of Men and Books* and *Bull Session*.

Three years after joining CBS James was transferred to its Cincinnati-owned station, WKRC, and stayed when it was sold to *Times-Star*. He served as sal man, sales promotion director program director. The dr beckoned in 1944 and he was signed to the Navy unit of Ar Forces Radio Service, produc transcriptions for the fleets later doing writing and producti

Upon discharge he joined WN New Bedford, Mass., Jan. 1, 19 as manager. An FM outlet added in late 1946 and the stat is now planning new studios taking a long-range look at te vision.

While at WKRC James was ma ried. They have two childr Susan 8 and John 5.

### Robert's Start

Fourth of the Patts to choose broadcasting career was Rober also the third to attend Kansas Graduated in 1935 he went to wor on the *Topeka Daily Capital*, sellin space. In the summer of 1936 paid brother Ralph a visit Detroit. Making the agency rounds he landed a job in the radio department of Campbell-Ewald Co., immersed in the 400-station *Music Moments* campaign for Chevrolet

When General Motors had series of sitdown strikes the musica series ceased and so did Robert' job. He moved over to Free Peters as the representative firm' first sales promotion manager, serving in Chicago and then New York He joined WHN (now WMGM) 1939 as sales promotion manager the New York station.

Robert entered the Navy in 194 becoming communications officer fo an LCI group in the Pacific an leaving the service three years late as a lieutenant. Returning t WHN he continued his sales promotion work until CBS signed hi to replace Jules Dundes at WCBS New York when Mr. Dundes wa named director of advertising an sales for KCBS San Francisco.

Robert married Lonita France Bloss, of Chicago, in 1945. The have two daughters, Christy, bor last year, and the second a ne arrival. The family has just acquired a house in suburban Bron ville.

### Other Brother and Sister

That accounts for the broadcas careers of the Four Radio Patts Youngest of the six children, Fre spent a year (1939) at KCM Kansas City after leaving college but the radio spark wasn't ther and he became an accountant, profession he still loves and follows

Margaret, only girl of the brood was secretary to the Los Angele manager of RCA Communication during the war and later was receptionist at a recording studi She abandoned radio for marria and housekeeping and is now Mr Fred Shilzony, of San Francisc She is the mother of two boys.

The Four Radio Patts have spe nearly a century in radio, the chosen profession. That's a lot Patts, and a lot of radio.

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## WBUD Strategy

WBUD Trenton, N. J., is making the station break serve a promotional purpose. Station is transcribing conversations with Trentonians and people from nearby communities. Each person introduces himself, his place of residence and gives the break. WBUD plans to use 34 of them during a broadcast day. Fred Walker, production manager, estimates 2,280 names will be entered in a single week. Mr. Walker is counting on the word to get around—with more people keeping tuned to WBUD just in case it's "my name this time."

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**Southwestern Major Market**
**Basic Network Station**
**$97.500.00**

Money making basic network station located in exceptionally prosperous southwestern city, pleasant year-round climate, in major market that showed one of the highest retail sales gains in the United States during the past ten years. Grossing annually in excess $125.-000.00. Net before taxes over $25.000.00 per year. This valuable property is priced right to sell and is an exceptional buy. Liberal terms as seller wants to liquidate immediately to engage in development of new larger property. Priced for quick action—$97,500.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

*RADIO STATION AND NEWSPAPER BROKERS*

**WASHINGTON, D. C.**
**James W. Blackburn**
**Washington Bldg.**
**Sterling 4341-2**

**CHICAGO**
**Harold R. Murphy**
**360 N. Mich. Ave.**
**Randolph 6-4550**

**SAN FRANCISCO**
**Ray V. Hamilton**
**235 Montgomery St.**
**Exbrook 2-5672**

## GRAUER FETED

### On 20 Years in Radio

BEN GRAUER, NBC's veteran on-the-scene reporter and announcer, was honored at a luncheon last Wednesday held at "21" in New York commemorating his 20th anniversary in radio (and no television).

The luncheon was hosted by Quentin Reynolds, war correspondent and author; John Crosby, radio and television columnist for the *New York Herald-Tribune;* Tex McCrary, WNBC New York personality, and Tom Revere, radio director of the Biow Co.

H. V. Kaltenborn, NBC commentator, Judge Ferdinand Pecora, Former Secretary of War Robert Patterson, Mr. Reynolds and Mr. McCrary extolled Mr. Grauer in short speeches. Jimmy Durante entertained.

Among those attending the luncheon were: Hubbell Robinson, CBS vice president; Edmund Chester, CBS news director; U. S. Senator William Benton of Connecticut; John Gunther, author; Elliott Roosevelt; Maj. William Overad, British Information Services; Norman Luker, North American director, BBC; Elaine Carrington, daytime serial writer; Richard C. Derochmont, producer; Fannie Hurst, author; Henry Morgan, comedian; Charles Sherman, advertising manager, Doubleday & Co.; Jack Cooper, INS; Trudi Feliu, *Life;* Betty Forsling, *Newsweek;* as well as Joseph Allen, vice president in charge of public relations, Bristol Myers; and Myron Kirk, vice president, Kudner agency.

## DAVIES NAMED

### Heads Phila. Board

LT. COL. EDWARD A. DAVIES, former vice president and commercial manager of Pennsylvania Broadcasting Co., operator of WIP Philadelphia, was elected president of the Television Assn. of Philadelphia at a special meeting of the board of governors early this month. He fills the unexpired term of James Tabor, formerly television director, Foley Advertising Agency, Philadelphia, who is continuing in the advertising business in Portland, Me. Col Davies heads his own firm, Edward A. Davies Assoc., television productions.

Also elected to vacancies on the board were Ruth Weir Miller, WCAU-TV Philadelphia; Frank Roberts, TV director, Feigenbaum Agency, and Walter Ericson, TV director, Gray & Rogers, both Philadelphia.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
WBAL

**EMPLOYES at KOIN Portland, Ore., are a happy lot, as evidenced by this smiling group and by personnel records which show that more than half of the staff members have been with the station 10 years or longer. New members of KOIN's "10-20 Club" who were welcomed to the organization with a banquet late last month are (l to r): Bob Henderson (10), announcer; Bill Mears (10), production chief; Johnnie Walker (20), music clearance director; Jack Lombard (20), technician; Luke Roberts (10), educational director, and Chris Christensen (10), technician. Special half-hour broadcast honoring the new "10-20 Club" members was aired on KOIN prior to the banquet.**

## AD CHALLENGE

### *Michigan AAAA Covers at Meeting*

THIRD ANNUAL meeting of the Michigan Council of American Assn. of Advertising Agencies in Detroit last Thursday featured a panel discussion on television advertising. The sessions were held at the Hotel Statler and had as an over-all theme "Advertising's Challenge Today."

**Mr. Hatch**

The television panel was opened by Clarance Hatch Jr., executive vice president of D. P. Brother & Co., Detroit agency, speaking on "The New Traveling Salesman." His talk was illustrated by sound films of current television programs.

Blount Slade, vice president and director of creative services, Brooke, Smith, French & Dorrance Inc., was moderator. In addition to Mr. Hatch, panel members included H. Kenneth Jones, director of research, BFS&D; Henry M. Jackson, account representative of J. Walter Thompson Co., Detroit, and Don C. Miller, vice president of Kenyon & Eckhardt Inc.

A banquet followed the panel discussion in the Statler's ballroom. Speakers at this session included Frederic R. Gamble, president of AAAA, on "Your Future in Advertising," and Fairfax Cone, chairman of the AAAA board and Foote, Cone & Belding board chairman, on "Copy Is Still Our Number One Job."

## CANADA PRODUCTION

### Now Supply U. S. Set Makers

CANADIAN radio and television tube manufacturers and resistance manufacturers are now supplying American TV set manufacturers with tubes and resistors to meet the increasing demand. A survey made by TELECASTING in Toronto of radio manufacturers shows that where Canadian manufacturers formerly imported tubes and parts, today practically all components for receivers are made in Canada, and an increasing production of tubes is being done in the Toronto area.

While demands of Canadian set manufacturers are being filled first, an increasing demand by American companies is reaching Canadian subsidiary manufacturing plants as well as independent tube and resistor plants in Canada. The various firms would give no figures, but intimated that the export of tubes and parts is increasing steadily.

## *PICTURE VALUE*

### *'Emotional Medium'—Betzer*

BECAUSE pictures are "an emotional medium," when dealing with pictures on the TV screen, "we should make use of emotions which they can arouse," Joseph G. Betzer, director of film planning for Sarra Inc., told members of the 1950 Creative Advertising Workshop in Chicago Nov. 6.

"It's still true we sell by appealing to basic emotions, and pictures must stem from them," he said. Mr. Betzer listed a three-point formula for TV commercials which sell. "They must have an opening to catch initial interest, by means of stop motion, animation or human interest appeal; the center portion of live action photograph, to sock home the realism of the product and a secondary appeal created by a jingle, song or other device that the audience can remember."

However, "words are secondary and pictures all-important in creating selling messages," he said. "Interest is the chief job of the creative people who work in each selling message."

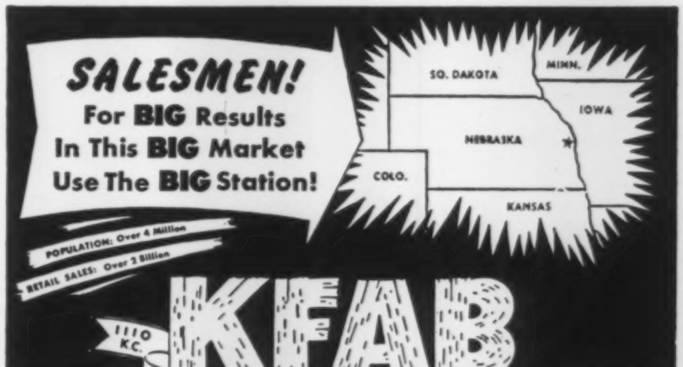
Mr. Betzer termed TV "the greatest unifying force in the home since the pot-belly stove." He spoke to clinic members for the second time under sponsorship of the Chicago Federated Advertising Club and the Women's Advertising Club.

## FJP FUND DRIVE

### Radio-TV Committee Named

A DRIVE for $20 million by the Federation of Jewish Philantrophies on behalf of its 116 affiliated hospitals, health and social welfare agencies was announced last week by Leo Brecher, of Leo Brecher Theatrical Enterprises, chairman for 1950.

The broadcasting and television committee will be headed by Himan Brown, independent producer, and Lyman G. Bloomingdale, secretary of Campaign cabinet, as co-chairmen, and includes I. S. Becker, CBS; Jerry A. Danzig, CBS-TV; Ben Grauer, NBC; Henry Greenfield, WEVD New York; Bernice Judis, WNEW New York; Elliott M. Sanger, WQXR New York, and Eleanor N. Sanger, WQXR.



# FTC UPHELD

## In Bristol-Myers Case

FEDERAL Trade Commission's order demanding that Bristol-Myers Co., New York, cease allegedly false advertising claims involving its Ipana toothpaste has been affirmed by the Fourth Circuit Court of Appeals at Richmond, Va.

Bristol-Myers attorneys took exception to two findings in the FTC order involving a ban on its "massage" claim and a survey used to support the claim that dentists prefer Ipana 2-1 for personal use, such as set forth in radio and newspaper advertisements.

### Questions Witnesses' Testimony

The company charged that witnesses appearing for the government offered opinions without support of scientifically - controlled tests. Three judges who heard the appeal ruled, however, that the government witnesses were well qualified.

The company also charged that FTC did not offer evidence to disprove the sample survey, and that it was under no obligation to prove the validity of the sample. In turn, the court held that, while the sampling techniques may have been accurate, there was no evidence to support the survey.

# LISTENERS PAY

## Subscribe for WABF (FM) Show

IN A MOVE to eliminate commercial advertising from one of its most popular programs, WABF (FM) New York has requested its listeners to sponsor the *New Friends of Music* concert series, themselves, by subscribing as much money as they wish.

Total of $4,814.10, or 90% of the commercial revenue which would have been received by the station if the time had been sold to a sponsor, had been received as of last week. June Dairy, New York, sponsored the program last year.

PHILADELPHIA will install television sets in two hospitals and the house of correction. Money was appropriated earlier this year by the city council.

**THEY'RE buried alive—but they love it! For two weeks disc jockeys at WEBR Buffalo, N. Y., asked listeners to send in their social security numbers, with the closest one to a "secret number" winning $100. Response of 16,000 pieces of mail is proof positive, WEBR says, that people listen and respond to radio. Submerged are (l to r) Disc jockeys Tap Taplin, Bob Wells, Jack Eno and Ed Little.**

# BUSINESS CENSUS

## Final '48 State Series Set

FINAL state bulletins in the 1948 Census of Business are now being printed, the Bureau of the Census, Dept. of Commerce has announced. The final bulletin in the series is scheduled for publication by the end of 1950.

Information covers up to 89 kinds of retail trade, 70 kinds of wholesale trade and 116 kinds of service and repair trades. Separate bulleting will be issued for each of the 48 states, the District of Columbia and the U. S. as a whole. An order form, "Announcement of 1948 Census of Business—Area Bulletins," may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

KRON-TV San Francisco has increased programming from 2:15 p.m. till midnight Monday through Friday with usual programming on weekends.

# *GRAY RESIGNS*

## *As Truman Special Assistant*

RESIGNATION of Gordon Gray, president of WSJS Winston-Salem, N. C., as special assistant to the Chief Executive was formally accepted last Tuesday by President Truman. Mr. Gray had been serving in that capacity since he resigned as Secretary of the Army to accept the presidency of the U. of North Carolina [BROADCASTING, April 17, Feb. 13].

In accepting Mr. Gray's resignation, the President paid high tribute to the radio executive for giving "a generous portion of the best years of your life" to government service. He especially praised Mr. Gray's report on foreign economic policies, issued within the past fortnight, to which the former Secretary of the Army had devoted himself in his capacity as special assistant. The Chief Executive described it as a "solid contribution" toward a peaceful world.

Mr. Gray went to the Defense Dept. as assistant Army Secretary in September 1947 and became acting secretary and later Undersecretary of the Army in May 1949. Shortly afterward he was sworn in as Secretary of the Army.

# New Alaska Sponsors

TWO NATIONAL advertisers have contracted time on the Alaska Broadcasting System, operator of six stations in Alaska. They are Lincoln-Mercury Division of Ford Motor Co., through Kenyon & Eckhardt, New York, with an extensive spot announcement campaign, and Brewing Corp. of America (Carlings Red Cap Ale), through Benton & Bowles, New York, for a heavy spot schedule. Contracts were placed through Alaska Radio Sales, New York representative of Alaska Broadcasting System.

# *HIT LIQUOR ADS*

## *Church Women Plan Acti*

UNITED Council of Chu Women unanimously adopted resolution at the biennial assem Wednesday in Cincinnati urging local units to "inform radio tions, networks, sponsors and FCC of our disapproval of liq advertising over the air."

"Since liquor advertising has i vaded the American home throug television," the resolution sa "and since it is even impossible listen to radio broadcasts of clea sports without being bombard with frequent lurid advertisemen of liquor, we call on all organiza tions to join us in protesti against liquor advertising."

Mrs. D. Leigh Colvin, nationa president of the Women's Christia Temperance Union, who attende the assembly as a "fraternal delegate," told BROADCASTING Thursday in Chicago that the resolution employed the word "liquor" in a general sense, to include beer. She expressed the belief there is little advertising of hard liquor over the air in the U. S. proper, but that a trend in that direction has been noted in Alaska. The WCTU recently wrote to each of the U. S. Senators and Representatives protesting this trend, she said.

# WHEEL OF STARS

## WFBL Sets New Promotion

WFBL Syracuse, N. Y., unveiled a new merchandising promotion involving a "Wheel of Stars" at a cocktail party in New York last week.

Robert Soule, station vice president, who developed and perfected the idea, explained the mechanics of the plan, a two-day promotion.

An adaptation of the "wheel of fortune," the promotion is designed for use at fairs and other public occasions of at least 100 people. Pictures of 30 stars heard over WFBL are substituted for numbers. Paddles bearing identical pictures are then sold from the booth holding the wheel. The player whose paddle bears the picture corresponding to the one at which the wheel stops wins. Prizes are merchandise of advertisers over the station.

BURR TILLSTROM'S *Kukla, Fran & Ollie*, TV show on NBC-TV from Chicago, being translated into comic form by *Chicago Sun-Times*. Full-page color cartoons will appear until Christmas Eve, tieing in with papers promotion and sponsorship of Kukla, Fran & Ollie float, that will appear in the Christmas parade.

THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

SPORTS NEWS

MAKES SALES NEWS FOR ADVERTISERS

on WEXL

DETROIT, MICHIGAN

## Docket Actions . . .

### FINAL DECISIONS

KRMG Tulsa, Okla.—Announced decision to grant application of KRMG to change from 740 kc 50 kw day, 10 kw night to 740 kc 50 kw day, 25 kw night and make changes in nighttime radiation pattern. Decision Nov. 15.

Aberdeen, Miss.—Announced decision granting application of Prairie Bcstg. Co., for new station on 1240 kc, 250 w fulltime. Estimated construction cost $18,500. Principals include Ben F. Hil- un, administrative assistant to president Mississippi State College; Grady nes, 25% interest WSSO Starkville, publisher Starkville News and mayor of Starkville; T. A. Richardson, owner Richardson Chevrolet Co.; Joe Phillips, 25% interest WSSO, all are equal partners. Decision Nov. 15.

WJOC Jamestown, N. Y.—Announced decision to grant WJOC change from 1470 kc, 1 kw day to 1340 kc, 250 w fulltime. Eng. cond. Decision Nov. 15.

### INITIAL DECISION

WKRG Mobile, Ala.; KURV Edinburg, Tex.—Initial decision by Examiner James D. Cunningham to grant increase in nighttime power of WKRG from 250 w to 500 w, directional, on 710 kc and to deny application of KURV Edinburg to operate 1 kw fulltime on 710 kc. KURV presently operates with 250 w day on 710 kc. Decision Nov. 14.

### OPINIONS AND ORDERS

WJVA South Bend, Ind.—By memorandum opinion and order denied petition of WJVA for reconsideration and grant of application for license renewal designated for hearing May 23. Order Nov. 14.

Sky Way Bcstg. Co., Columbus, Ohio; Athens Bcstg. Co., Athens, Ohio—Memorandum opinion and order to grant petition of Sky Way Bcstg. Corp., to amend application to show contemplated network affiliation, rather than non-network; to show changes in programming occurring as result of network affiliation, and bring up-to-date data referring to personnel of WVKO FM station of which Sky Way is licensee and staff is proposed to operate contemplated AM operation; denied petition of Athens Bcstg. Co. Order Nov. 10.

WINS New York—By order denied petition of WINS for reconsideration and grant without hearing of application to change facilities from 1180 kc 1 kw day to 1010 kc 50 kw unlimited, directional day and night; hearing to be held in Washington. On its own motion Commission amended order of Jan. 5 designating application for hearing to change issues 3, 4, and 5; made WMGM, WOV and WBNX all New York parties to proceeding. Order No. 14.

## FCC Actions

*(Continued from page 72)*

### Applications Cont.:

tional AMENDED to request 1250 kc 1 kw unl. DA-2.

#### Modification of CP

WMON Montgomery, W. Va.—Mod. CP to increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WTOC-FM Savannah, Ga.; WNJR-FM Newark, N. J.; WEST-FM Easton, Pa.

## November 15 Decisions . . .

### BY COMMISSION EN BANC

#### Order Adopted

WRIA Caguas, P. R.—Adopted order revoking license of station WRIA Caguas, 1450 kc, 250 w unl. time, for failure to comply with Commission's rules and regulations, effective 15 days after service of order upon licensee. However if licensee makes written application for hearing within said 15 days, order of revocation shall stand suspended until conclusion of said hearing.

## November 15 Applications . . .

### ACCEPTED FOR FILING

#### AM—1300 kc

KMMO Marshall, Mo.—CP AM station to change from 500 w D to 1300 kc 1 kw D.

#### Modification of CP

WEIM Fitchburg, Mass.—Mod. CP AM station to increase power etc. for extension of completion date.

#### License for CP

KTYL-FM Mesa, Ariz.—License for CP new FM station.

KUHF Houston, Tex.—License for CP new noncommercial FM station.

#### Modification of CP

KRON-TV San Francisco—Mod. CP new commercial TV station for extension of completion date to 6-15-51.

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HAS 40% of S. C.'s GENERAL MERCHANDISE SALES

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GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

*NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

# FCC roundup

New Grants, Transfers, Changes, Applications

## Box Score

SUMMARY TO NOVEMBER 16

*Summary of Authorizations, Stations On the Air, Applications*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,224 | 2,185 | 167 | | 273 | 142 |
| FM Stations | 671 | 510 | 202 | 1* | 7 | 6 |
| TV Stations | 107 | 52 | 57 | | 363 | 171 |

* On the air.

* * *

## Non-Docket Actions . . .

### AM GRANTS

Memphis, Tex.—Blake Bcstg. Co., granted new station 1370 kc, 1 kw day. Estimated construction cost $20,600. Principals include: John Blake, 50% owner KPAN Hereford, Tex. and 75% owner KSNY Snyder, Tex.; Robert Blake, 75% owner West Texas Printing Co., Brownwood Tex. Granted Nov. 14.

Scottsboro, Ala.—Scottsboro Bcstg. Co., granted new station on 1330 kc, 1 kw day. Estimated construction cost $23,436.28. Mrs. Rose M. Kirby sole owner is secretary for Jackson Co. Soil Conservation Assn. Granted Nov. 14.

Bowling Green, Ky.—J. Granville Clark granted new station on 1340 kc, 250 w fulltime. Estimated construction cost $17,000. Mr. Clark is engaged in general law practice in Russellville, Ark. Grant is subject to condition that permittee will not start program tests until WLBJ commences program tests on 1410 kc, and will not be licensed until that station is licensed on 1410 kc. Granted Nov. 14.

KGPH Flagstaff, Ariz. — Granted switch in facilities from 1450 kc to 1230 kc, 250 w fulltime. Granted Nov. 14.

WONW Defiance, Ohio — Granted switch in facilities from 1280 kc 500 w day to 1280 kc 500 w fulltime, directional night. Granted Nov. 14.

KNEB Scottsbluff, Neb. — Granted switch in facilities from 970 kc 1 kw day to 960 kc, 1 kw day, 500 w night DA-2. Granted Nov. 14.

WRJW Picayune, Miss. — Granted switch in facilities from 1320 kc 1 kw day to 1320 kc 5 kw day. Granted Nov. 14.

### NONCOMMERCIAL EDUCATIONAL FM GRANT

Lawrence, Kan.—U. of Kansas granted new noncommercial educational FM station Chan. 218 (91.5 mc) ERP 35 w. Granted Nov. 14.

### TRANSFER GRANTS

KSEL Lubbock, Tex.—Granted acquisition of control in Lubbock Bcstg. Co., licensee, by B. C. and Betty K. S. Garnett for consideration of $20,000. Sellers Hoyt Houck, Robert D. Houck and Walter G. Russell each retain 24% interest. Clyde H. Smith retains 10% interest. KSEL is assigned 1 kw day, 500 w night on 950 kc. Granted Nov. 14.

KBYE Oklahoma City, Okla.—Granted transfer of control in State Bcstg. Co., licensee, from James M. Collins to Kenyon Brown and Frank J. Lynch for consideration of $30,000. Mr. Brown is 33% owner and Mr. Lynch is 25.66% owner. KBYE is assigned 1 kw day on 890 kc. Granted Nov. 14.

WICY Malone, N. Y.—Granted transfer of control in North County Bcstg. Co. Inc., from Ralph M. and Beulah E. Cardinal to Mitchell C. Tackley for consideration of $20,000. Mr. Tackley formerly held 49.5% interest in station. The Cardinals held 50%. WICY is assigned 250 w fulltime on 1490 kc. Granted Nov. 14.

KOCY-AM-FM Oklahoma City, Okla.—Granted acquisition of control in Plaza Court Bcstg. Co., licensee, by M. H. Bonebrake through purchase of 75% stock from John D. Thomas and four others for consideration of $150,000. Mr. Bonebrake has been general manager of station since 1938. KOCY is assigned 250 w fulltime on 1340 kc.

WIMS-AM-FM Michigan City, Ind.—Granted transfer of 100% stock in Northern Indiana Bcstrs. Inc., licensee from O. E. Henderson et al to William Udell and his parents Florence and Alonzo for a consideration of $98,000 plus or minus the difference over or under $30,000 in cash assets on closing date. Mr. William Udell is a freelance writer and producer. WIMS is assigned 1 kw day on 1420 kc. Granted Nov. 14.

WLOW Norfolk, Va.—Transfer grant reported in Nov. 6 issue incorrectly gave facilities of 1 kw daytime on 1410 kc. WLOW is operating now on 1400 kc with 250 w fulltime.

## Deletions . . .

ONE FM authorization reported deleted by FCC last week. Total withdrawals to date since Jan. 1: AM 33; FM 101; TV 3.

KVWC-FM Vernon, Tex.—Northwestern Bcstg. Co. License Nov. 14. Economic.

## New Applications . . .

### AM APPLICATIONS

Englewood, Col.—Grady Maples and R. B. McAlister d/b as The McMa Agency, 1220 kc, 1 kw day. Estimated construction cost $16,400. Applicant is licensee KTNM Tucumcari, N. M. Mr. McAlister also is 33⅓% owner KICA Clovis, N. M. Filed Nov. 8.

Jackson, Ohio—Jackson Bcstg. Co., 1580 kc 1 kw day. Estimated construction cost $15,190. Principals include: Robert E. Jenkins, 50% owner Jenkins Concrete Products Co. Inc., 66⅔%; and John Franklin Stiffler, 55% owner Stiffler Stores, 55% interest and president Green Valley Dairy Co. and 25% interest Buckeye Mill and Lumber Co., 33⅓%. Filed Nov. 6.

Camden, Ark.—Mid-South Bcstg. Co., 1370 kc, 1 kw day. Applicant Leo Howard is manager KDMS El Dorado, Ark. Construction cost $16,000. Filed Nov. 9.

Norfolk, Va.—Rollins Bcstg. Inc., 1050 kc 500 w day. Contingent on WVEC vacating 1050 kc. Resubmitted Nov. 10.

### TRANSFER REQUEST

WBYS-AM-FM Canton, Ill.—Acquisition of control of Fulton County Bcstg. Co., licensee, by Harold R. Winsor through purchase of nine sh. of stock from Cyril L. Fetterer, reducing Mr. Fetterer's holdings from 2½% to less than 1% and increasing Mr. Winsor's holdings to 99% plus. WBYS is assigned 1560 kc, 250 w day. Filed Nov. 9.

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## Telestatus

(Continued from page 60

was Food & Food Products with 707 (see table). In second place was Household Furnishings, Equipment and Supplies which had 643 accounts active in the network, spot and local fields. Automotive, Automotive Equipment & Accessories was the third classification with 328 active accounts.

On the networks advertisers of Food & Food Products had 22 different accounts for top honors. In second place was Confectionary & Soft Drinks with 15 while the Household classification was third with 13 accounts.

The most active product classification in the spot field was Food & Food Products which had 236 advertisers. Beer & Wine accounts remained active with 135 advertisers during the month.

Locally the advertisers of Household Equipment, Furnishings & Supplies headed the list of accounts with 551. In second place was the Food classification with 449 accounts.

* * *

## KTLA Los Angeles Sets New Rates

RATE CARD No. 5 went into effect Nov. 15 at KTLA (TV) Los Angeles, reflecting a 25% increase for all time segments over one-half minute. An hour of Class A time, including live studio facilities, increased from $750 to $1,000. For an hour of Class A time including film facilities, the rate advanced from $600 to $750. For Class A spot announcements the rate is now $175 for one minute, $165 for 20 seconds and $82.50 for 10 seconds.

* * *

## Benny's TV Debut Makes Hit in L. A.

A RECORD Los Angeles television audience viewed the first *Jack Benny Show* telecast in that city Nov. 11, according to a special Coffin, Cooper & Clay Inc. Tele-Que telephone survey. Program received a rating of 45.6, reportedly representing the largest Saturday night audience Los Angeles television has enjoyed. Total of 1,550 people in the area were called in a 45 minute period. Results were made available within an hour and 45 minutes.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

* * *

## Multi-Market Telepulse Released for October

MULTI-MARKET Telepulse for October shows *Texaco Star Theatre* as the leading once-a-week television program. *Howdy Doody* took top honors among multi-weekly shows, according to the report released by The Pulse Inc. The Multi-Market Telepulse covering network programs in the period Oct. 1, 2, 3, 11, 12, 13, 14 is as follows:

| | Program Average Rating | |
|---|---|---|
| | Oct. | Sept. |
| Texaco Star Theatre | 47.2 | |
| Philco Playhouse | 36.5 | 33.3 |
| Toast of the Town | 31.1 | 28.3 |
| Your Show of Shows | 28.6 | 33.1 |
| Talent Scouts | 28.2 | 26.1 |
| Studio One | 26.6 | 23.4 |
| Godfrey His Friends | 26.5 | |
| Fireside Theatre | 26.2 | |
| The Goldbergs | 25.3 | |
| Comedy Hour | 23.3 | 31.8 |
| Howdy Doody | 15.0 | 14.0 |
| Camel News Caravan | 12.7 | 12.4 |
| Kukla, Fran & Ollie | 11.3 | 9.6 |
| Perry Como | 10.6 | |
| Captain Video | 10.1 | 9.9 |
| CBS-TV News | 9.8 | 8.8 |
| Broadway Open House | 9.5 | |
| Mohawk Showroom | 9.4 | 9.0 |
| *Faye Emerson | 9.2 | |
| Stork Club | 9.1 | |

*8.7—Tue., Thu., Sat.

## Public Service Role

(Continued from page 57)

liabilities. The opportunity to improve telecasting with greater funds available for experimentation and invention will present itself to the industry and will result in a wider educational and public service program, he said. Mr. Streibert asserted that "television will be more profitable than radio ever was" since the high costs will be offset by a higher return.

Turning to radio, he insisted that competition from television will result in better programming and production in the broadcasting field, and said that the effects of TV throughout the nation in five years can be seen in New York at the present time. On WOR's *Barbara Welles* program, listeners were invited to send in their "gripes" and constructive ideas on the improvement of radio, he said, and their answers have proved invaluable to the station as a test of public opinion. Better sound volume coordination between music bridges and dramatic passages; greater variety in program scheduling by the networks; employment of women announcers for women's products; elimination of the "folksy," bad grammar approach of many programs; increase in classical music and educational programs were included in the letters of advice received by the station.

Radio, Mr. Streibert said, "will have to sell its medium more aggressively" and take cognizance of the listeners demands.

It will have to go out and "work for billing, develop its own new talent" and re-sell itself to the public. The problem lies before the advertisers as well, Mr. Streibert concluded.

## Network Time

(Continued from page 57)

provide that (except for one five-hour segment per week) stations in one-station markets may not carry the programs of any one network for more than two hours in the 1-6 p.m. and two hours in the 6-11 p.m. time segments. In two-station markets the limit would be three hours in each segment; in three-station markets, four hours in each time period.

NBC claimed it "has an unquestioned position of leadership—but not of dominance—in network television," and opposed "*any* such rule" because: "(1) it would violate the responsibility which Congress has placed upon the stations to select their programs; (2) it would illegally restrict competition among networks."

### NBC's Position

NBC said its "position of leadership is the natural result of the excellent service which it offers and the wide public acceptance of its programs. This position has been attained by far-sighted planning and diligent effort in establishing a television broadcasting service. It has been accomplished under the American tradition of free and unfettered competition."

NBC asserted that no concept is more fixed in radio regulation "than the fundamental principle that the station operator — the licensee — must at all times retain the right to select the programs to be broadcast by the station," and that he does not operate in the public interest "if he abandons this responsibility."

FCC's proposed protection of viewer choice of network programs is incorrect, NBC said, noting that "the individual viewer in a single-station market has no choice of programs. He looks at what the station in his city happens to be broadcasting at the moment. . . . It is absurd, therefore, to say that the suggested limitation will enlarge or protect the viewer's choice."

Wide acceptance of popular programs of other networks was noted by NBC to show that the ability to obtain station clearances depends upon program attraction. NBC cited ABC's *Stop the Music*, CBS' *Arthur Godfrey and His Friends* and DuMont's Chevrolet-sponsored telecasts of Notre Dame football games.

"The simple fact is that no network can attain or maintain a leading position in station clearances in limited markets unless it delivers a superior program service," NBC concluded.

"The implication [of FCC's proposal] appears to be that all networks should develop equally under governmental control and that 'competition' is not in the public interest. If such is the case, Congress—not the Commission—must so decree."

"Furthermore, the Commission has no authority to set aside the antitrust laws and by 'rule' to decree that competition is not in the public interest. Any such action must come from Congress."

NBC pointed out that "any voluntary agreement among the networks and stations which would accomplish the Commission's objective and relieve against the existing competition would violate the antitrust laws." The network also said:

**Not long ago, while other networks were urging affiliates to withhold building of television stations, or taking a passive attitude, NBC was encouraging the radio industry to bring television to the public. While other networks were barely starting, NBC was supplying a full schedule or programs so that stations could establish a service for which advertising support could be obtained. Throughout all this period, NBC was urging the building and extension of intercity television connections and placing orders for circuits which no other network then wanted. . . .**

**Despite the limited number of television stations, and the head start which NBC achieved through its early promotion of television, each of the other networks has developed a commercial business and has greatly improved its time sales.**

Comparing the first nine months of 1949 and 1950, NBC said, the percentage of increase in television network time sales of CBS and ABC exceeded that of NBC. ABC increased 290%, CBS 283% and

(Continued on page 84)

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## UHF Allocations

*(Continued from page 57)*

o switch to 41.75 mc. Some other manufacturers already have switched, he said.

Albert F. Murray, consulting engineer retained by Philco to make certain UHF reception tests in Bridgeport and Washington, was questioned briefly, principally on his factors of power and antenna height for NBC's Bridgeport station which differed slightly from those given by NBC in its report. He explained he got his data from an NBC article in the Institute of Radio Engineers *Proceedings* but did not feel the differences were sufficient to effect any change in the measurements.

Dr. Goldsmith, DuMont's director of research, was questioned on the matter of receiver design as related to allocation policy. He stated FCC should consider "practical" design in sets so as to make the best allocation. He noted considerable set improvements have been made by many manufacturers to acquire better adjacent channel selectivity. Set sale competition in fringe areas will force further improvements, he indicated.

### Adaption Plan

The DuMont official presented a city-by-city analysis of the number of existing sets requiring adaption for conversion to UHF under both the DuMont and FCC allocation plans. The estimate showed as of Jan. 1, 1951, 1,147,000 sets would require adaption under DuMont's plan while 3,706,000 sets would require adaption under FCC's plan. Data had been requested by Comr. Jones.

Criticism of NBC's Bridgeport report was contained in a DuMont inter-office memorandum titled "Attempt at Correlation of the Conflicting Testimony Regarding UHF Television." It was prepared under Dr. Goldsmith's supervision by Robert P. Wakeman, head of the firm's propagation department and an Ad Hoc Committee member who vigorously defended Ad Hoc Volumes I and II on fundamental engineering concepts when they were attacked [TELECASTING, Sept. 23, Oct. 23].

Two other Wakeman memorandums also were offered, one dealing with the adjacent channel problem and the other on choice of a standard IF. Dr. Goldsmith stated all three documents represented his views and those of DuMont.

The report on conflicting UHF testimony noted NBC's report "at first glance makes it appear that a UHF television service is practically impossible" while reports on UHF test stations in central Pennsylvania indicate UHF "can provide an excellent television service comparable to that of VHF."

"Some of the Commissioners may be thoroughly confused," the DuMont memo stated, and commented it appears they "have been led to believe that UHF is something entirely new and basically different from VHF, the propagation characteristics of which, until recently were entirely unknown, and in fact, could not even be estimated."

**ENJOYING a recent Bermuda vacation are Rodney Erickson (l) of Young & Rubicam, New York, and Mr. and Mrs. Gail Smith, of Procter & Gamble, Cincinnati.**

"Actually, however, this is not the case," the memo stated, outlining two principles which are unfavorable to good UHF service and two which are favorable. The memo explained:

> **As we go up in frequency from 30 mc, we find that two fundamental physical principles tend to reduce service. Like all things in nature, these effects vary continuously with no abrupt changes at any frequency.**
>
> **The first of these is the wave length factor. As frequency is increased, we find that simple receiving antennas become less efficient in extracting energy from a field of a given strength. This effect can be partially nullified by more complex receiving antennas and, of course, by an increase in effective radiated power.**
>
> **The second effect is that of diffraction. As frequency is increased, we find that objects on the earth's surface tend to cast more pronounced shadows so that the wave is more seriously attenuated in bending around hills, buildings, trees, etc. This effect can be partially overcome through the use of higher transmitting antennas.**
>
> **On the plus side of the ledger we have two principal factors tending to improve service with an increase in frequency. The first of these [concerns] effective reduction in signal strength at a receiving antenna (some distance from the transmitter) due to the destructive interference of the direct and ground reflected wave. For a smooth earth and to a lesser degree for a rough earth, this destructive interference decreases with increasing frequency, thereby permitting stronger fields with equal radiated power at the high frequencies.**
>
> **The second major effect of increasing frequency is a reduction in the quantity and amplitude of man-made interference, thereby permitting satisfactory signals to be obtained at the receiver with smaller input voltages. There are, of course, several additional factors affecting service area as the frequency is increased. However, I believe that the four discussed here are the principal ones.**

Because these effects vary gradually with frequency, the memo said, estimates can be made by competent engineers by extrapolation from known effects at lower frequencies.

"It is therefore extremely disconcerting to find ourselves faced with the exceedingly pessimistic analyses of the Bridgeport data submitted by NBC," the Wakeman memo observed. It continued:

> **Throughout the report, the measured field strengths are continually being compared with smooth earth theoretical values and emphasis being placed on the fact that they are far below values predicted by this simple theory. The factor by which the transmitter power would have to be increased in order to bring them up to these theoretical values is also emphasized.**
>
> **It is my opinion that such comparisons and ratios are entirely meaningless since if a more perfect theory could have been utilized, the measurements would perforce have been much closer to theoretical. Actually, we are interested solely in the quality of television service obtainable in ultra high frequencies and need concern ourselves with no theoretical values whatsoever.**
>
> **The Commission has proposed as limiting values for UHF broadcasting, an effective radiated power of 200 kw with a transmitting antenna height of 500 feet. Because the necessary equipment is unavailable at this time, NBC was required to make its tests with only 13.9 kw effective radiated power at a height of only 330 feet above average terrain. To the best of my knowledge, no attempt has been made in any portion of the report to extrapolate the measured field strengths so that they would correspond to the power and height recommended by the Commission.**

The memo contended an error was made in NBC's report in the determination of service radii in accordance with FCC's proposal which specifies a local field intensity of 65 db above 1 microvolt per meter is required to override receiver noise at 600 mc.

### Noise 'Non-existent'

"Since local noise and interference is essentially non-existent at this frequency," the memo explained, "this is the value required for satisfactory service. However, in the NBC report, a value of 80 db is used in the determination of Grade A and Grade B service radii."

Re-computation of the NBC data was made in the memo using the different value. It showed in going from 13.9 kw ERP, NBC's UHF station power, to FCC's proposed minimum of 100 kw an improvement of 8.6 db in field strength would be obtained, while going to 200 kw, FCC's proposed maximum, the improvement would be 11.6 db.

The following table was presented, adding the several combinations of increased power and height, to show the field strength improvement alleged to be expected over the data as measured by NBC:

| | 100 kw ERP | 200 kw ERP |
|---|---|---|
| **Transmitting antenna height 500 ft.** | **15.1 db** | **18.1 db** |
| **Transmitting antenna height 1000 ft.** | **24.6 db** | **27.6 db** |

Dr. Goldsmith testified he personally visited the Bridgeport area last Monday and made limited field measurements at nine spots of NBC's current tests to compare UHF and VHF service, using KC2XAK, its regular 13.9 kw ERP signal on 530 mc, and a special 250 w ERP test transmitter on Channel 4 (66-72 mc).

He said he got UHF pictures everywhere he got VHF pictures and in many cases the UHF picture was better. A fairly acceptable UHF picture was obtained from a hilltop 23 miles away, he said. Both UHF and VHF pictures suffered in hill shadows in between, however, Dr. Goldsmith said.

The adjacent channel report recommended adjacent channel allocations be based chiefly on an assumption of a zero db acceptance ratio for adjacent channel stations, which will result in average adjacent channel spacing of one-half that set for co-channel spacing but with 70 mile minimum. Zero db acceptance ratio means the adjacent channel signal equals that of the desired signal, it was explained.

The other report discussed various IF proposals and indicated use of 41.25 mc requires image protection from two channels, the 14th and 15th channels above the desired channel. It explained, however, the carrier images of these channels lie at points within the desired channel where the receiver susceptibility is quite low and consequently the amount of allocation protection required is minimized.

Dr. Goldsmith was to appear Friday for further questioning. FCC indicated 17 other witnesses were yet to be called for cross examination.

---

## Lauds Broadcasters

ROLE taken by broadcasters in promoting work of the American Cancer Society was lauded by Walter King, society radio-TV director, in a letter to Robert K. Richards, NAB public affairs director. After citing instances of the medium's value in society work, Mr. King said: "It has been deeply gratifying to note the widespread and unsolicited aid invariably given by the broadcasters in presenting this information to the public. This service has resulted in lives saved, and indicates a soundness of thinking which is a prerequisite for the success of cancer control."

---

RCA announces 1951 edition of *RCA Reference Book* has been shipped to RCA tube and parts distributors.

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## Round One: RCA

*(Continued from page 55)*

hearing follows:

RCA opened the barrage Tuesday morning, with Mr. Cahill renewing RCA's contention that the FCC order approving the CBS system "is arbitrary and capricious and not supported by substantial evidence." In addition, he said, "prohibition and outlawing of the RCA completely compatible, all-electronic color television system is entirely indefensible."

Pointing out that 35 million current televiewers "will be deprived of any service whatsoever from CBS colorcasts," Mr. Cahill said the FCC "has distorted the most compelling reason for rejection of the CBS color system, its incompatibility, into the sole reason for its immediate adoption." The CBS system he said, "already an anachronism," will necessitate viewers spending $50 for an adapter and $100 for a converter, plus installation for both. "To receive the degraded black-and-white pictures under the mechanical spinning wheel system," owners of existing sets would have to spend about $500 million for adapters, plus an estimated $1 billion for converters, totalling $1½ billion, Mr. Cahill asserted.

### Sees No Improvements

Contending that work on the CBS system in the past 10 years has not "resulted in one fundamental improvement," Mr. Cahill noted that 12½ inches is the largest direct-view picture size which can be used under CBS color. He said 99% of sets now used are direct-view receivers, and 90% of sets being sold have picture tubes 16 inches and larger.

He charged the CBS system "does not permit the highest quality of color service known to the art; it does not leave room for all foreseeable improvements, and it does not permit all receivers to obtain pictures from all transmissions."

FCC has "deliberately split the television broadcasting service and deprived the public of continuity of service and has exceeded its jurisdiction, contravened the public interest, and acted arbitrarily and capriciously," he claimed.

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Referring to FCC's "contemptuous disregard" for the radio engineering profession, Mr. Cahill protested that an FCC engineer, Edward Chapin, was permitted to make recommendations on the color systems after he developed a device which could be used only with the CBS method of color telecasting.

Mr. Cahill, pointing out that Mr. Chapin "took the most active technical role in hearings, and was in charge of the FCC laboratories where the rival systems were tested," said FCC in its technical hearings "rejected all expert opinion except that of Mr. Chapin and some CBS employes."

"As a result of Chapin's participation, the RCA system did not get a fair trial—nor did the Color Television Inc. system," he said.

Despite advantages of the RCA color system, "nothing good whatsoever is said about it in the Commission's reports," Mr. Cahill alleged. RCA's system is compatible, has a picture "nine times as bright" as that of CBS ("without the annoying effects of flicker") and offers a picture "with more than twice as much detail," as CBS, he said.

"Most flagrant violation of FCC's statutory duty to conserve the radio spectrum, "was failure of the reports to mention the fact that the RCA system "makes far more effective use of the radio spectrum," he charged. The attorney noted that even "the best the Commission can say about the CBS system is that it is adequate."

Claiming "irreparable injury" for RCA and its wholly-owned subsidiaries, NBC and RCA Victor, RCA's general counsel charged that standardization of the CBS system has "jettisoned RCA's research and development in its color system, in which millions have been invested. The order has also impaired market acceptance of present television receivers by authorizing this incompatible system and thus creating confusion in the minds of the public."

### RCA 'Dilemma'

The order, he said, has resulted in an "insuperable dilemma" for RCA: "If RCA manufactures sets capable of operating on the new standards, the deficiencies of these standards will inevitably result in an irreparable injury to the consumer good will which RCA now enjoys. On the other hand, if RCA does not manufacture such receivers, prospective purchasers of RCA sets will feel that RCA has failed to maintain sets capable of receiving all transmissions."

Mr. Cahill said the order forces NBC to broadcast in color, using the CBS system, or "run the risk that the Commission will not renew its licenses to broadcast." Injury to RCA Victor Distributing was claimed because sets in use now cannot receive color without "extensive adaptation" and because the order has caused a "softening of the television receiver market."

He charged that FCC Comr. Robert F. Jones, whom he quoted as saying the testimony of industry witnesses against the CBS system was purposely misleading, is a "demagogue."

Mr. Cahill, discussing the "unwieldiness" of a set after adaption and conversion to CBS color, said RCA color sets are "only slightly" larger than the black-and-white receiver and contain "37 and 46 tubes, only 10 more than black-and-white sets."

The RCA attorney concluded that CBS "should receive an accolade in 1950 for having progressed below the point at which it was in 1940." He said "CBS is in a happy position, because it isn't risking a bit of money. The money will be from the manufacturers."

### Rifkind Testifies

"Nothing" in the entire FCC report justifies "the fact that the RCA system should not be telecast," said Simon Rifkind, of N. Y., attorney for Emerson Radio & Phonograph Corp. He also presented arguments for several of the interventors because of the three-hour limit on arguments for the plaintiffs.

Charging the FCC order "effects a business injunction if not a legal one," Mr. Rifkind said Emerson's backlog of orders for sets dropped 60% between Oct. 10 and Nov. 9. He also said he had been told that since Saturday there has been a drop of from 50% to 75% in current set sales.

Emerson "has no particular concern with systems of color television, but we *are* concerned about marketing an article of commerce," he said. As partial evidence to his claim that the FCC order "has dealt a serious blow to business," he said some New York stock brokers are advising customers to sell shares in TV manufacturing firms and to buy CBS stock.

He reported the public wants sets 16-inches and larger (Emerson stopped making sets smaller than 16-inches in January), that the audience does not want gadgets attached to a TV set, and that manufacturers are convinced the CBS device is "already obsolete."

Mr. Rifkind told the court a definition analogous to FCC's bracket standards proposal would be a case where a tailor tries to make an overcoat "to fit both you and your small daughter."

Hottest charge levied against the Commission came from Harry K. Smith of Munchin & Smith, New York, representing Pilot Radio Corp. Pilot filed the initial suit against the FCC in New York, but dropped it to intervene as a co-plaintiff in the RCA suit. Mr. Smith took the stand that FCC "determined the issues before it saw the evidence. The cards were stacked in favor of CBS."

"The FCC knowingly and admittedly disregarded its own criteria," and television manufacturers became the "scapegoat." The Commission "changed the rules to fit the system," he claimed.

Mr. Smith suggested that i ence was exerted by Sen. Ed Johnson (D. Col.), chairman of Senate Interstate and For Commerce Committee. He said Senator, "who is not a scie and an engineer," has "caj prodded and threatened" the F in an effort to get a favorable cision on CBS color. Referring the order, Mr. Smith said " voice was the voice of the FC but the hands were the hands Sen. Johnson."

Pilot, which subpenaed correspondence between Sen. Johnson and the FCC and CBS (see separate story), late Monday received the following wire from the Senator:

**I am gratified to know of your purported concern for the public interest. In due course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram. No one who has a genuine concern that only the public interest be served will have any difficulty working with Senate Committee on Interstate and Foreign Commerce. All actions by this committee in the past and in the future have been and will be governed by that standard alone.**

### Answers Goldberg

The wire was in answer to a telegram sent the Senator Nov. 10 by Pilot President Isidor Goldberg, who asked Sen. Johnson "if you deem it proper as chairman of the Senate Commerce Committee, which passes on FCC appointments and influences appropriations, to have stated 14 months before CBS color was approved, as far back as August 1949, after witnessing a CBS color demonstration, that 'color is here now.' Was it proper for you to state that FCC reluctance to then approve CBS color was a 'road-block' and 'contrary to the laws of progress'? Was it proper at that time for you to accuse the FCC of 'reasoning . . . logical in a totalitarian . . . state?'"

Mr. Smith described the telegram from Sen. Johnson as "threatening."

Wells-Gardner, set manufacturer producing private label television sets, lost an order from Western Tire & Auto Co. for 300,000 sets as a result of the FCC order, Attorney Rifkind said. The Wells-Gardner complaint cites a $3 million investment of the company in plant, machinery, patents and inventory involved in manufacture of TV sets and radios.

Sightmaster, for whom Mr. Rifkind also spoke, is halting set production until the color question is clarified. Speaking on behalf of Radio Craftsmen, Mr. Rifkind said the manufacturing firm currently manufactures only 16-inch sets, and that the new color system would also put this firm out of business. On behalf of Television Installation Assn., composed of 23 Chicago-area TV service firms, he said installation and servicing of adapters and converters "would be

XUM

**BRIG. GEN. DAVID SARNOFF (l), chairman of the board, RCA, takes over duties as new chairman of the 1951 American Red Cross Fund Campaign. Conferring with Gen. Sarnoff is Gen. George C. Marshall, Red Cross president and Secretary of Defense. Gen. Sarnoff will head up the drive at a time when the Red Cross is increasing its Civil Defense training. Campaign will be conducted next March 1-31.**

exceedingly expensive, and will not work."

Alfred Kamin, Chicago attorney representing the IBEW, Local 1031 (AFL), said the decision "will affect the livelihood of thousands of workers." He said "even a slight disturbance of employment opportunities will result in very substantial and irreparable damage." Mr. Kamin reported that of 21,000 members of the local employed in Chicago and nearby Bloomington, 18,000 are involved in the manufacture of TV sets or parts.

The FCC order "is a witch's brew," and is favored only by "unscrupulous dealers and manufacturers who want to ride on the CBS bandwagon," he concluded.

Answering the charges Wednesday, Judge Rosenman, CBS counsel, charged the color television dispute does not involve color at all. "Color is just a camouflage," he said. "The real fight is between the set manufacturers of the U. S. and the people of the U. S."

He asserted that set makers "are determined" not to have color television until everyone has bought black-and-white sets, now being produced at the rate of almost "one million monthly." He said the approach of manufacturers is "Don't make us retool now. Let's talk about color after we've sold 40 or 50 million black-and-white sets."

To the RCA claim that FCC has given CBS a monopoly, Mr. Rosenman replied "it is no more true than that RCA, or anyone else, is going to have a monopoly in black-and-white."

Pointing out that most of the discussion on both days was concerned with the fact that RCA was capable of producing black-and-white pictures on present sets from an RCA colorcast, Mr. Rosenman said "the principal thing to be determined is how to get color." He and the other defendants maintained the question of incompatibility is secondary to the attainment of color, and that the RCA method "cannot deliver good, acceptable color."

"You can't get color under the RCA system, assuming it is a system. The only way to get RCA color is to throw away your present set and buy a new one," he said.

The irreparable injury which was charged by all complainants will be suffered by the public rather than by them, said the CBS counsel. He suggested to the court that a major question for it to decide was "Did the Commission act arbitrarily and capriciously or as reasonable human being faced with the terrible responsibility involving the monthly sale of some 800,000 black-and-white sets?" The injury to RCA is "picayune," he charged.

To RCA's charge that TV set sales have dropped substantially since issuance of the FCC order, Mr. Rosenman replied that many firms which say they will adapt their sets "are getting double and triple the orders they had." He asserted the decline could be attributed to tighter credit rulings, requiring a higher down payment and a shorter installment period with 25% down and 15 months to complete payments. In addition, a government excise tax was levied Nov. 1, and set prices have gone up in the past few months, he said.

FCC Assistant General Counsel Max Goldman contended throughout the hearing that the order approving the CBS system is permissive, not mandatory. He charged that three-fourths of the time spent in argument by RCA and its colleagues concerned matters of policy, rather than the technical basis for the order and claimed damages.

### Need Fast Decision

He reminded the court the color television decision is only part of overall TV proceedings involving establishment of UHF regulations, adequate interference standards and allocation of more stations. "We want a color decision fast so that all the proceedings can be finished and we can open up television for the entire country," he said.

Referring to charges of monopoly for CBS, Attorney Goldman said they were "entirely fallacious."

All the Commissioners agreed on "matters of fact" in the first report (concluding that the RCA system was not satisfactory and that CBS' was), and the two dissenters in the second report were moved by "matters of policy," he said.

The first question facing the Commissioners was whether a color system was satisfactory, Mr. Goldman said. He asked the court: "What good is compatibility if the system isn't good and the pictures are blurred?" Asserting that RCA introduced "extraneous" matters into the court record, he said the plaintiffs "didn't challenge any of the findings on the merits of the two systems, and haven't described either."

The FCC, empowered to make regulatory decisions of this kind, he said, "recognized the difference between a drawing-board system and an adequate work system that can go into the home. Every and any delay imposes an additional burden on the public, and encourages doubt and confusion in the minds of the public."

In the FCC affidavit, Mr. Goldman analyzed and refuted arguments put forth by RCA, NBC and RCA Victor Distributing Corp. in contending that irreparable injury had been effected by the FCC order. C. B. Jolliffe, executive vice president of RCA Laboratories Division, and Walter A. Buck, operating vice president of RCA Victor division, charged loss was suffered by RCA; John H. MacDonald, administrative vice president in charge of finance for NBC, wrote on behalf of the network, and Walter M. Norton, president of RCA Victor Distributing Corp., charged injury on behalf of that subsidiary.

### Charges 'Speculative'

Mr. Goldman in all cases contended allegations of injury were speculative. He said allegations of RCA Victor Distributing "are comprised almost entirely of hearsay reports from unspecified persons." Any loss to NBC in audience or revenue will stem from "the public's choice or a competitive disadvantage from other advertising media," he said.

He pointed out that expectations for the future "cannot constitute a basis for a showing of presently threatened irreparable injury," and that there is no requirement in the FCC order that a licensee must broadcast color programs. "The assumption made by the (NBC) affidavit that NBC will lose its television licenses if it fails to broadcast color programs is sheer speculation."

Dr. Jolliffe's affidavit concerned mainly the intervention of FCC Engineer Chapin in color proceedings. "At no time during pendency of proceedings did RCA object to further participation of Mr. Chapin after he introduced in evidence the device he invented and rights to which he assigned the government," Mr. Goldman claimed.

He pointed out that the device, which Dr. Jolliffe said in his complaint was usable only with the CBS system, was also termed usable in other connections, "including possible use with the RCA dot-sequential system," by Dr. George H. Brown of the RCA Labs.

The U. S. government entered the case "with no interest except that of the public," said John F. Baecher, special assistant to Attorney General J. Howard McGrath.

With "nothing to advance except the public interest," he urged the court that the only "manner to properly and adequately represent the public interest is to defend wholeheartedly and in all respects the FCC order."

In reference to charges of Pilot Radio Corp. against the part played by Sen. Johnson, Attorney Baecher said: "It is shocking to hear the unjust impeachment by inference and innuendoes of two important government branches."

The charges, he said, were made in the "most irregular and irresponsible manner, and are not relevant to any issue before the court."

### CBS Statement

CBS released an official statement in answer to Pilot's subpena for CBS correspondence with Sen. Johnson. The notice filed with the court, pointed out that CBS released the requested correspondence although it was not required by law to do so, inasmuch as "Pilot is not a party to the instant proceedings, nor had its motion to intervene been granted at the time the subpena was issued . . . The material thus improperly demanded is utterly irrelevant to any issue sought to be raised before this court."

CBS released the letters "for the information of this court and the public," which are entitled to know "what a reckless and irresponsible attack has been made on the probity of the democratic process itself," it said.

Move followed a request by Sen. Johnson regarding the Pilot subpena, for "every shred of correspondence between me and . . . CBS to be made a matter of public record. I have nothing to hide and nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television."

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## Merwyn W. Love

MERWYN W. LOVE, 45, radio and movie character actor and script writer, died of a heart attack at Union Terminal, Dallas, Nov. 13. He had been in Dallas to audition with Liberty Broadcasting System, and when stricken was at the station to take a train to Joplin, Mo. He is survived by his widow.

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HENRY GREENFIELD, Mg. Director

## Network Time

*(Continued from page 80)*

NBC 238%, the network stated, asserting that no figures were available for DuMont.

Some of the questions which would have to be answered, NBC said, included:

**On what basis would stations be compensated under any rule which compels them to accept programs from the networks? How 'temporary' could the rule be in view of the fact that in FCC's proposed plan for allocation of TV channels 67 cities of population greater than 75,000 have fewer than four channels? What affect would the rule have on development of additional competitive networks?**

**Would it be feasible to develop new programs or offer sustaining public service programs under the restraints imposed by the rule? Would advertisers continue to spend large sums on programs when the number of markets they would reach would in many cases be reduced? Has the situation changed since the Commission's informal study in May of this year as the result of the increase in number of interconnected stations and the additional volume of commercial programs of other networks? What is the situation in the non-interconnected stations which would also be affected by the rule? Was the fact that some advertisers order only a "short" network, omitting many of the single-station markets, given any consideration in the Commission's survey?**

NBC brief was filed by John T. Cahill, Charles F. Detmar, Jr., Gustav B. Margraf and Thomas E. Ervin.

ABC generally favors FCC's proposals until the industry is freed from "existing artificial restraints" on free competition.

### Sees Competition Being Hit

"There is poor prospect of effecting future competition if one network is now permitted to achieve dominance, not through its merit or skill, but because of the advantages accruing from AM inter-relationships while competitive opportunities for network television broadcasting are arbitrarily curtained by a shortage of facilities," ABC contended.

ABC told FCC it is probable the "shortage of critical materials may serve to perpetuate the present limitation of competitive television opportunities for a longer period than either the Commission or the industry can now foresee."

While communication is important, the network said, "the contemplated cut-backs will undoubtedly curtail production of television transmitting and receiving equipment. . . . These conditions emphasize the urgency of a Commission policy to assure preservation of competitive network opportunities until the emergency is over."

ABC said:

**ABC did not postpone its television investments until the industry had been stabilized on a profitable basis but made substantial investments in the future of television. In making these investments ABC confidently expected that full and complete competitive opportunities would permit it to compete freely on the merits of its service.**

The network said it "has not even begun to amortize its substantial television investments, intended from the start to provide a sound base for nationwide network operations."

ABC said when facilities become available it "is willing to take its competitive chances in the market place of public good-will with full confidence in its ability to originate and develop a broad television service for successful nationwide use."

"For reasons unrelated to the merits of its television service, ABC finds itself in a competitive straight jacket due to artificial limitations inhibiting the availability of adequate local broadcast and inter-city transmission facilities," the network asserted, continuing:

**Clearly the relative shares of the television audience in competitive markets, where at least four stations are available, establishes that the competitive positions of other networks in monopoly communities is basically attributable to denial of fair opportunity for access to the market, rather than to inferiority of their program offerings. . . .**

**There is no mystery either concerning the basic considerations influencing a TV-AM licensee to favor its AM associate for television network broadcasts . . . Such a licensee generally anticipates maintaining the same basic affiliation in the long run and realizes that eventually it will be faced with competition from other TV licensees with different affiliations. There is thus an inescapable tendency to shy from voluntarily accepting programs of other networks for fear of contributing to the promotion of future competition. . . .**

**Furthermore, the recent experience of ABC in offering new, expensive programs in monopoly situations has been most revealing. In such circumstances its offerings have frequently been rejected with little expression of interest concerning the program content on the licensee's part.**

Three alternatives open to FCC, according to ABC, appear to be:

**(1) Adoption of the Commission's graduated formula proposal which successively limits the programs which may be carried by a single station in specified time segments. (2) Promulgation of a rule not limited to specific time segments but requiring each station in affected communities broadcast not more than a specified percentage of programs from a single network during a week. (3) Declaration of policy by FCC that stations avoid discriminatory practices and maintain balance of competitive opportunities among TV networks, such to be implemented by requirements for reporting conditions to FCC.**

### Cites Preference Reasons

ABC, indicating the latter of the three may be preferable now, said it would place upon stations the burden of maintaining free competitive opportunity while still extending to stations the greater flexibility of choice.

In any event, ABC stated it would oppose any requirement "affirmatively obligating licensees to clear a minimum number of hours for each network."

Brief was filed by Joseph A. McDonald, New York, and Paul A. Porter, Washington counsel.

CBS, second ranking TV network in terms of programs carried by stations, neither opposed nor supported the proposal to limit temporarily the number of hours that may be taken from any single network, but came out against a plan which would require stations to take at least a minimum number of hours from each network.

Its position on a temporary limitation on hours from any one network was based on the reasoning that two basic policy considerations are involved—the policy of licensee freedom to select the programs it wants, and the policy of encouraging a nationwide, competitive network service—and that these "are nearly enough in balance to justify either the adoption or the rejection of such a rule" on a temporary basis.

CBS made clear, however, that it felt no such rule could be justified when the "abnormal scarcity of stations is removed, and that accordingly any such regulation should be limited "both in scope and in time," should be restricted to TV "with no possibility of application in the aural broadcasting field, and should contain "provisions for termination" as the number of stations "approaches normal."

If a ceiling is imposed on network program hours, CBS continued, color telecasts accepted from a network should be clearly excluded from the computation of total time taken from that network, in order to encourage development of color broadcasting.

The network also felt provision should be made for the acceptance of special programs of public importance—UN sessions, World Series games, election returns, etc.—which may exceed the minimum time suggested in FCC's proposal. Additionally, CBS felt any such rule should be extended to include the 8 a.m. to 1 p.m. time segment and also the 11 p.m. to midnight period, along with the 1-6 p.m. and 6-11 p.m. segments encompassed in FCC's plan.

### CBS Analysis

CBS submitted an analysis of hours taken from each network by CBS-TV affiliates during the week of Oct. 8-14, showing that on a weekly basis all were taking less than the FCC-suggested maximum number of hours from CBS-TV during the afternoon segment, and all but four (WBTV Charlotte, WMBR-TV Jacksonville, WKZO-TV Kalamazoo, WHEN Syracuse) were taking less during the evening.

On a daily basis, 17 stations were taking from 15 to 90 minutes more CBS-TV evening programs than the suggested FCC maximum on Sunday, Oct. 8; 10 exceeded the maximum on Monday; 2 on Tuesday; 6 on Wednesday; 3 on Thursday, 3 on Friday, and 4 on Saturday. During that week, no CBS-TV affiliate exceeded the proposed maximums during the 1-6 p.m. segment.

The CBS brief was filed by Rosenman, Goldmark, Colin & Kaye, New York counsel.

DuMont, which submitted an Oct. 22-28 analysis of one-station communities showing DuMont programs carried less than any other network's, urged adoption of per-

**"AMERICANS are the best informed people in the world." That was the judgment of this panel of experts at the closing session of the annual convention of Sigma Delta Chi at Miami Beach Nov. 8-11. L to r: Fairfax M. Cone, chairman of Foote, Cone & Belding; John S. Knight, editor and publisher of *Miami Herald* (WQAM) and other newspapers; Louis M. Lyons, curator of the Nieman Foundation; Frank Starzel, general manager of the *Associated Press* (see editorial page 46).**

## REBROADCAST

### Rule Clarification Proposed

NAB filed with FCC last Monday its views on proposals to clarify the Communications Act provisions covering rebroadcasting. Definition of the term "originating station" is involved, covering an instance where a station desires to rebroadcast network programs of another station with consent of the network but without consent of the other station.

NAB contended Sec. 325(a) of the act, though speaking of "programs," necessarily includes "signal." History of 1927 legislation is cited.

## Hope Sues 'Life'

BOB HOPE, comedian, filed a $2.-010,000 damage suit in Los Angeles Thursday against *Life* Magazine and John Crosby, radio columnist, charging they libeled him by stating he stole Fred Allen's jokes.

anent rather than temporary mitations on time that may be ken from any one network, but essed by appropriate allocations f the AT&T cable and relays.

The company charged that "con ractual relationships exist con rary to the principles of the pre ailing chain broadcast rules which reclude a fair and equitable use f other networks based on pro ram value and revenue, and that uch factors under conditions of imitation in amount of cable and umber of stations are responsible or severe restrictions on the es ablishment of national television etworks on a truly competitive asis."

DuMont claimed "it is impossible or a national network to maintain ts services and pay network cable harges under the present method f allocation and billing unless here is an approximately equal di vision of the hours available for etwork broadcast in one-station areas and in two-station areas." The brief continued:

**It is suggested that it is essential that the Commission review the tem porary and permanent factors effect ing competition in network broad casting in the television industry in a manner similar to its investigation of the standard broadcast industry, and that toward this end it should commence an investigation on its own initiative requiring the full details of the conditions and relationships between affiliates and networks pre liminary to public hearing and a mod ification and revision of the chain broadcasting rules as applied to tele vision.**

### Opposes Time Rule

DuMont opposed an affirmative requirement that stations devote a certain amount of time to each net work. It added:

**It follows that DuMont is of the opinion that the only workable time rule to eliminate monopoly is a neg ative restriction against grant of time to any particular affiliate network in excess of minimum periods prescribed by Commission order under specified circumstances.**

**It is DuMont's comment that a lim itation to two or three hours for a single network within specified seg ments, without further clarification, might operate to prevent efficient ut ilization of the available network time on broadcasting affiliates unless cable allocations are made to prohibit adjacency of programs of a single network of fractional hour's duration in such manner as to prevent com petitive programming.**

**This arises by reason of the con tractual limitations on option time given to two or more networks which, when coupled with minimum allow able time to one network, would bar the availability of the broadcast fa cility to other networks.**

AT&T's recent reallocation of cable time "indicates a still greater disapportionment allocation of sta tion time to two networks, NBC and CBS," the brief charged.

It said an Oct. 22-28 survey of 25 TV stations in one-station mar kets showed this breakdown of afternoon program hours: NBC 31.9%; CBS 17%; ABC 7.3%; Du Mont 6.9%; local programs 36.9%. In the 6-11 p.m. segment, the per centages were NBC 47.8%; CBS 20.2%; ABC 8.9%; DuMont 4.3%; local programs 18.8%.

The brief was filed by William A. Roberts, Washington attorney.

NARSR claimed FCC's proposal would hamper rather than accelerate competition, but charged the networks are monopolizing station time and asked FCC to act to give local and national spot advertising, syndicated film programs, and local live programming—"each of which has an important contribution to make to the development of TV service"—freer competitive access to station time.

This should be done by "eliminating such artificial restraints upon free competition as network option-time rights," NARSR contended.

"The problem before the Commission is much broader than the allocation of time among the four networks alone," the brief asserted, saying that "free competition" between all "rival time claimants and program sources should be fostered so that the individual stations can choose them on basis of performance."

Hitting at option-time procedures, NARSR charged that "such rights, when invoked to place film, are particularly unjustified, since there is no need for 'simultaneous broadcasting . . . by two or more connected stations' upon which the justification for option time rests. Distribution of film in cans, of course, is not even a 'network' operation within the above statutory definition."

NARSR held that "any measure adopted to remedy the competitive imbalances resulting from the scarcity of stations should, therefore, take account of the whole problem, not just the inter-network aspect and, rather than add to the artificial restrictions on free competition, should seek to eliminate those which already exist."

### Representative Data

It was noted that of the 107 existing TV stations all but one have national representatives or sales offices. Of these 106, 78 are represented by independent representatives, 23 by the networks, and 5 by their own sales offices. NARSR members represent 59.

The brief, with a series of analyses and tables, was filed by Fly & Shuebruk, New York law firm.

Westinghouse Radio Stations, in a brief by WRS Attorney John W. Steen, asked FCC to hold up action on its proposal until after the investigation of AT&T's cable allocation, which it felt will develop important data on the subject, or to hold a comprehensive hearing and develop current facts on which sound judgment can be based.

Fort Industry Co., which operates WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta, told FCC in a brief by its Attorney John E. McCoy that higher quality programs and more diversified offerings have given two networks a position of TV leadership. On the basis of 25 years of AM experience the company said it is clear that "it would be unduly optimistic to expect that four television networks will exist with substantially equality of gross billings."

Actually, Ft. Industry said, "it may well be that experience will demonstrate that television cannot support four national networks."

On behalf of WKY-TV Oklahoma City, KOB-TV Albuquerque, WDSU-TV New Orleans and WCAU-TV Philadelphia, the Washington law firm of Pierson & Ball filed a brief which said, in part:

**Irrespective of any sympathy one may have for the purposes stated by the Commission . . . the proposed rules would be illegal because they would usurp the statutory right of the licensee . . . to determine, select, supervise and control program content. Moreover, even if such rules were within the authority of the Commission, they would defeat the very purpose which the Commission has stated as being their objective [because they] would stifle competition between the networks rather than foster it. As a necessary corollary the public would suffer rather than benefit. . . .**

### Steinman Claims

In separate but similar briefs filed by Washington Attorney George O. Sutton, WDEL-TV Wilmington and WGAL-TV Lancaster, members of the Steinman group, claimed "there is no necessity or need" for the proposed rules, and that, further, such regulation "will be an attempt by the Commission to regulate the business" of licensees, "as if they were common carriers."

The opposition of WMBR-TV Jacksonville; Crosley's WLWT Cincinnati, WLWC Columbus and WLWD Dayton; WOAI-TV San Antonio, WKTV Utica, WTMJ-TV Milwaukee, KOTV Tulsa; and WAFM-TV Birmingham was voiced in similar briefs filed by the Washington law firm of Hogan & Hartson.

The law firm of Segal, Smith & Hennessey, filing separate briefs for KSD-TV St. Louis, WMCT Memphis, WBAP-TV Ft. Worth, and WHAM-TV Rochester, claimed FCC's proposal would make TV a common carrier rather than a competitive service. It would also require a "reciprocal rule," FCC was told, based on the theory that in markets having more than four stations, competition can be preserved only by requiring networks to distribute their programs to unaffiliated as well as affiliated stations. This, the briefs claimed, would make common carriers of the networks too.

Briefs filed by Washington attorneys Spearman & Roberson for WBEN-TV Buffalo and KSTP-TV Minneapolis-St. Paul claimed that networks, like stations, are not entitled to protection from competition, and also asserted:

**. . . There is practically nothing in [FCC's] Notice of Proposed Rule Making to indicate that the public interest has anything to do with the proposed rule or rules, nor is it claimed that the public would be harmed or adversely injured in any way if one or more television networks should be destroyed as a consequence of their inability to compete with other networks. . . .**

On behalf of KMTV Omaha and KING-TV Seattle, the Washington firm of Haley, McKenna & Wilkinson told FCC that "if the present 'temporary' difficulties are to be rectified by government intervention, it should be done by the Dept. of Justice under the federal antitrust and monopoly statutes or by the FCC under its periodic review of a licensee's stewardship, and not by quantitative mathematical formulas proscribing what programs a licensee may televise."

WTVR Richmond, in a brief by the Washington firm of Fletcher & Midlen, questioned the advisability of limiting network hours, and flatly opposed a specification of minimum hours which stations would be required to take from each network.

A brief by Miller & Schroeder, accompanied by an affidavit by Vice President and Director Victor A. Sholis of WHAS-TV Louisville, said if FCC adopted rules of the type proposed they would become permanent, not temporary, and while providing economic support for "weaker networks," would reduce rather than increase network competition.

Other stations filing oppositions included:

WWJ-TV Detroit, in a brief by Attorney Maurice R. Barnes accompanied by a letter from General Manager Harry Bannister; WNBF-TV Binghamton, in comments by Attorneys Herbert M. Bingham, William A. Porter and Robert M. Booth Jr.; WBTV Charlotte, WSM-TV Nashville, the Kansas City *Star*, KHQ Spokane, and KFI-TV Los Angeles in a series of briefs by the Washington law office of Kirkland, Fleming, Green, Martin & Ellis; WSAZ-TV Huntington, by the firm of Cohn & Marks; WHNC-TV New Haven, by Fisher, Wayland, Duvall & Southmayd; General Electric Co. (WRGB Schenectady), by GE Attorney Emil Peters; Philco (WPTZ Philadelphia), by Weaver & Glassie; KRLD-TV Dallas, by President John W. Runyon; KRON-TV San Francisco, by President Charles Thieriot; KPRC-TV Houston, by Frank W. Wozencraft, Washington counsel.

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## Requests Rate Cards

RATE cards covering 1936-40 period have been requested from several stations by Bureau of Internal Revenue. The cards will be used by the bureau's Excess Profits Tax Council in reaching a decision on a broadcaster's claim of overpayment of tax during the war period. Stations picked by the bureau in compiling data were described as similar in operation to the station that is claiming overpayment. The council hears relief claims of taxpayers who feel they have overpaid.

# . . . at deadline

## CBS TV COLOR ORDER HANDED DOWN BY COURT

TEXT of temporary restraining order issued by three-judge federal court in Chicago against FCC's adoption of CBS color TV system (early story page 55) was released Friday, with court's findings that public and industry "will suffer irreparable damage" if FCC order is not stayed pending final court decision.

Court's findings, after two days of hearing on suit brought by RCA, NBC, and RCA Victor Distributing Corp., said under FCC's color decision nine million set owners would have to spend "millions of dollars" to "protect the service which they have been getting"; that adapted receivers would produce monochrome pictures "having less than one-half the picture detail of the existing black-and-white service," and that to both adapt and convert outstanding sets to CBS color would cost "many more millions."

Court said it "has not had sufficient time to consider fully the issues raised" in suit, and that unless FCC order is restrained pending final court decision, plaintiffs and intervenors will suffer irreparable damage "by virtue of the impairment of the market acceptance of present television receivers and by virtue of the inability of present television receivers to receive any broadcasts on the standards adopted by the [FCC] order without substantial expenditures which may prove to be useless."

Text of court's order:

Plaintiff's motion for an interlocutory injunction and for a temporary restraining order from and after Nov. 20, 1950, in the event the motion for an interlocutory injunction is not determined by that date, which motion has been adopted and joined in by intervenors Emerson Radio & Phonograph Corp., Pilot Radio Corp., Wells-Gardner & Co., Sightmaster Corp., The Radio Craftsmen Inc., Television Installation Service Assn., and Local 1031 IBEW AFL, and defendants' and intervenors (Columbia Broadcasting System Inc.) motions to dismiss the complaint, or in the alternative for summary judgment, having come on for hearing before the Court, and the Court not having had sufficient time to consider fully the issues raised and the verified complaints and affidavits filed by the parties, and having determined that irreparable damage will result if the promulgation, operation and execution of the order of the FCC adopted Oct. 10, 1950 is not restrained and suspended pending determination of the motion for an interlocutory injunction and the aforesaid motions to dismiss the complaint, or in the alternative for summary judgment, and the Court having made its findings of fact and conclusions of law to such effect; it is hereby—

Ordered that the motion for a temporary restraining order, restraining and suspending until further order of this Court the promulgation, operation and execution of the order of the FCC adopted Oct. 10, 1950, effective Nov. 20, 1950 be and it hereby is granted—and it is further—

Ordered that the promulgation, operation, execution of the aforesaid order of Oct. 10, 1950 be and the same hereby is restrained and suspended pending the further order of this Court.

## GRANGE ATTACKS NARBA

RESOLUTION attacking new NARBA treaty (story page 19) and authorizing fight against its ratification was adopted unanimously by National Grange in annual meeting Friday at Minneapolis. Grange charged treaty's clear-channel concessions to other countries would cause interference to U.S. clear-channel service to farm listeners, called it "gross injustice" to rural families.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at Friday meeting of new board, held in New York. Among other officers re-elected was Robert S. Henry, public relations vice president.

## NEWS DIRECTORS LAUD 'BROADCASTING' AT MEET

RESOLUTIONS COMMITTEE of National Assn. of Radio News Directors, meeting in Chicago (early story page 25) Friday, approved commendation to BROADCASTING, observing 20th year, and its "signal achievement" as recognized by President Truman. NARND congratulated BROADCASTING and expressed gratitude to Sol Taishoff, editor and publisher, for "enduring confidence in and support of audible journalism."

President Jack Shelley, WHO Des Moines, made urgent appeal that delegates consider "what to do about inferior position of news in television." "One of greatest tragedies in field of public information," he pointed out, "would be for radio newsmen to let this new field go by default, and to allow TV station managers to feel they simply can't afford to bother with news shows of their own presented by professional newsmen."

## INDEPENDENTS ASK TV STATION TAX RELIEF

SPECIAL excess profits tax relief for TV broadcasters was asked House Ways & Means Committee Friday afternoon by TV Excess Profits Tax Committee [BROADCASTING, Nov. 13]. John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman of independent TV stations' group, was spokesman (see story page 25).

Relief for TV broadcaster must be written into law, Mr. Kennedy said, to permit payment of bank loans and debts to equipment firms, while allowing future outlay for color TV, increased power and "new gadgets" being developed in business. Period 1946-49, inclusive, was pioneering and experimental stage; and FCC estimates five years of anticipated deficit operation after TV station start, he said.

Also on committee: George B. Storer, The Fort Industry Co.; Herbert Levy, WAAM (TV) Baltimore; R. A. Borel, WBNS-TV Columbus, Ohio; Jack O. Gross, KFMB-TV San Diego.

Comparing probable effect of profits tax on earnings of 50 largest industrial firms in nation with tax on TV industry, Mr. Kennedy concluded: "... Such a [tax] method would practically amount to a fancy WPA for the corporate fat cats of this nation."

## HAWAIIAN TAX SUIT

SUIT filed in U. S. District Court for Territory of Hawaii seeking temporary injunction to restrain Territorial Tax Collector from collecting 2½% gross receipts tax from stations operating in Hawaii. Kenneth C. Davis, attorney, filed suit on behalf of J. Elroy McCaw and John Keating, owners of KPOA Honolulu. Tax was imposed by Territorial Legislature in 1945.

## NASH AM-FM IN CAPITAL

ONE-YEAR contract for sponsorship of Fulton Lewis Jr., MBS commentator, on AM and FM signed by Capital Nash Sales Co., Washington. Program to be heard at regular 7 p.m. period on WEAM Arlington, Va., MBS Washington outlet, and via tape at 8:15 p.m. on WASH (FM) Washington.

# Closed Circuit

(Continued from page 4)

John A. Kennedy—formerly West Virginia s tion operator and former owner of now s pended *San Diego Journal*, is San Diego r dent. Others reportedly bidding were Mered Publishing Co. (WHEN-TV Syracuse); and Lamb, *Erie Dispatch* publisher and owner WICU (TV) Erie and WTVN (TV) Columb

ACCORDING TO ONE authoritative repo there are only 16 TV transmitters in sto among manufacturers. Plans for stepping production, of course, are in blueprint pen ing thawing of freeze. Big problem is wheth shortages in base metals will preclude full sca production as originally contemplated.

CHRISTY CHEMICAL Co. (carburetor d icing product) understood to be readying 1 week spot announcement radio campaign mid-December. Agency is Meissner & Culve Boston.

WHILE fifth anniversary of clear-channe proceedings is expected to pass without an formal ceremonies at FCC, portents now poin to chance of decision next spring.

ARMY AIR FORCES TV hour will be telecast over entire DuMont network 8-8:30 p.m. Sundays. Contract expected to be signed this week will probably be for 13-week period. Program will follow format of radio show and wil originate from WAAM (TV) Baltimore.

GREAT BRITAIN'S Beveridge Commission inquiring into future of BBC, may come up with report proposing dual broadcasting-telecasting structure, i.e., government system under BBC and parallel private system deriving its support from advertising, following American plan. Closer analogy would be Canadian or Australian systems. Dissatisfaction with BBC, so long evident, could bring this result—probably with divided commission report, now due in spring.

STATE DEPT. overseas operations are about to acquire practical broadcasting expert. Howard Chernoff, erstwhile general manager of West Virginia Network, sails this week with Mrs. Chernoff for Europe, to assume one of several proffered special assignments under State Dept. auspices. He will initially headquarter in Paris.

## PRIVACY SUIT DELAYED

INVASION of privacy suit brought against Ed Sullivan, CBS and Ford Motor Co., sponsor of *Toast of the Town*, by Irene Castle McLaughlin Enzinger in Chicago's district court delayed Friday until Dec. 11. George Arthur, Mrs. Enzinger's attorney, allowed time extension to Arvey, Hodes & Mantynband, Chicago firm representing CBS, as it sought additional time to answer complaint. Normal limit of 20 days expires today (Monday).

## CBS LEADS TV SPONSORS

TV NETWORKS in October carried 199 commercial accounts, gain of 50 from 149 carried in September, according to *Rorabaugh Report on TV Advertising*. Breakdown shows CBS first with 72, NBC 67, ABC 41, DuMont 19. All networks showed gains from September levels.

TELEVISION Broadcasters Assn. taking mail poll of membership on board proposal that number of directors be increased from nine to 12 to give board wider geographical representation. If approved, three new directors will be elected at annual membership meeting Dec. 8 in New York.

# 13,500 Request Tickets to Attend Lyons 'Morning Matinee' at Palace

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to this city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus."

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a. m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for

COLUMBUS

RUTH LYONS

**13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days . . . and prove the popularity of one of America's greatest salesladies.**

**WLW and WLW-TELEVISION**

# "Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

By JEAN DIETRICH
Journal Herald Staff Writer

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered:

Were the contents of several cash registers dumped in the street?

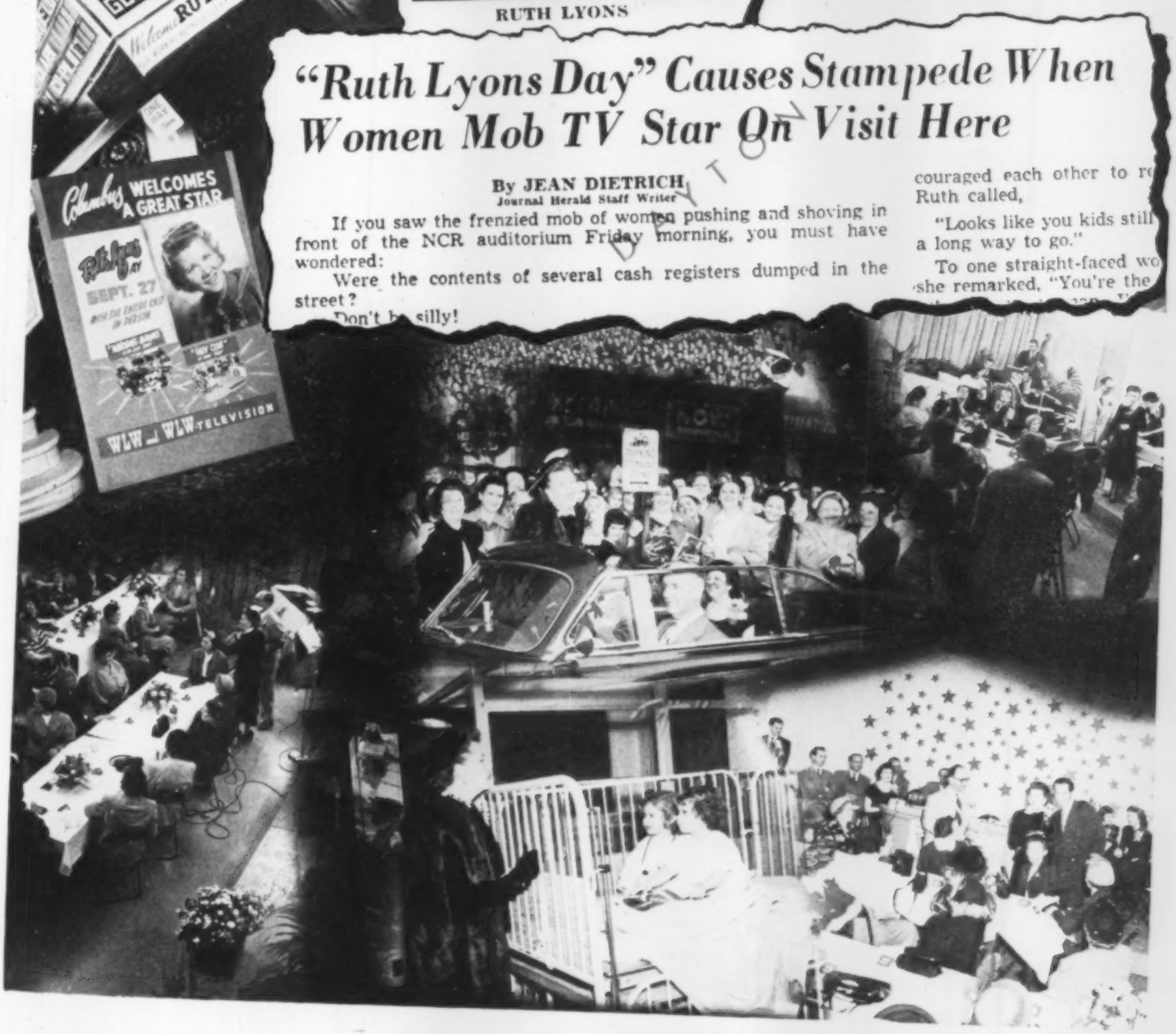
Don't be silly!

couraged each other to r

Ruth called,

"Looks like you kids still a long way to go."

To one straight-faced wo she remarked, "You're the

DAYTON